



**JCI Cape Breton**

**Chapter Business Plan 2009**

**Prepared by  
Mark K. Sparrow  
2009 Executive Vice President  
with input from 2009 Membership in attendance at AGM**

**Working Document**

## **Junior Chamber Mission**

**To contribute to the advancement of the global community by providing the opportunity for young people to develop the leadership skills, social responsibility, entrepreneurship and fellowship necessary to create positive change.**

## **Chapter Vision Statement**

**To contribute to the advancement of the Cape Breton and Global Community by providing the opportunity for young people to develop the leadership skills, social responsibility, entrepreneurship and fellowship necessary to create positive change.**

## **JCI Cape Breton Mandate**

**To make Metro Cape Breton an even greater place to live and to assure that opportunities exist for people to find and/or nurture personally and/or financially rewarding employment opportunities and businesses.**

**This will be accomplished by energizing, organizing, and enabling young professionals and the community in general, to create significant, positive, and measurable change by acting as the leading voice for youth, supporting and/or driving the implementation of youth retention and retraction strategies, and fostering an environment where entrepreneurial people and organizations can thrive.**

## **Key Result Areas**

- **Business Development Area of Opportunity**
- **Individual Development Area of Opportunity**
- **Community Development Area of Opportunity**
- **International Area of Opportunity**
- **Growth & Development**

## 2009 Chapter Executive Board

<u>Position</u>	<u>Name</u>	<u>Portfolio of Responsibilities</u>
<b>President/Immediate Past President</b>	Stephen Tobin	Responsible for the overall operations of the Society and shall be the official spokesperson for the Society.
<b>Secretary</b>	Mark Gouthro	Responsible for the preparation and custody of minutes taken at all board and executive meetings as well as gathering and producing committee reports and monthly board packages.
<b>Treasurer</b>	Wayne Banfield	Management of Chapter finances ensuring all remittances have been paid.
<b>Executive Vice- President</b>	Mark Sparrow	Assist the President in the operation of the Chapter as well as overseeing the Business Initiatives, and the Advocacy and Relations Initiatives Committees.
<b>Internal Vice- President</b>	Maureen Barrington	Assist the President in the growth and development strategies of the Society as well as overseeing the Individual Initiatives, Growth and Development, and the Community Initiatives Committees.
<b>Chairperson of Board</b>	Michael Rudderham	Preside over all meetings of the chapter.

## 2009 Program/Project Chairs & Directors

<u>Position</u>	<u>Name</u>	<u>Portfolio of Responsibilities</u>
<b>Chair Membership Initiatives</b>	Alexis Ruderham Richards	Coordinate the activities in the area of Member Initiatives
<b>Chair Business Initiatives</b>	Joel MacRae	Coordinate the activities in the area of Business Initiatives.
<b>Chair Advocacy &amp; Relations Initiatives</b>	Maria MacDonald	Coordinate the activities in the area of Advocacy & Relations Initiatives
<b>Chair Community Initiatives</b>	Sidney Reid	Coordinate the activities in the area of Community Initiatives.

## Business Development Area of Opportunity

**Key Objectives: To provide development opportunities to our membership through partnerships and alliances that will provide benefit to the business community; To enhance our Members' focus and develop this area of opportunity; To contribute to the development of local business leaders.**

Strategy	Action Steps	Who's Responsible	Timeline & Budget
<p>“Best of Cape Breton” competition for local businesses with voting from the public. Based on “Best of Halifax” competition organized by “The Coast”.</p>	<ul style="list-style-type: none"> <li>• Create Committee</li> <li>• Determine Categories</li> <li>• Create Voting area on JCI Cape Breton</li> <li>• Organize Media Attention</li> <li>• Announce Nominees</li> <li>• Open Voting</li> <li>• Host Awards Show</li> </ul>	<p>Maria MacDonald Alexis Rudderham Lucy Wintermans Jason MacDonald Wayne Banfield Steve Tobin Mark Sparrow</p>	<p>TBD</p>
<p>Banner Ads - Provide members of JCI Cape Breton an opportunity to promote their business on JCI Cape Breton with banner ads.</p>	<ul style="list-style-type: none"> <li>• Inform Website Admin</li> <li>• Provide requirements to members</li> <li>• Manage ads through back-end</li> </ul>	<p>Mark Sparrow Participating Members</p>	<p>\$50 set up fee Runs year round</p>
<p>Investing Series</p>	<p>Organize a series on investing opportunities, strategies, and trends in todays market. Include guest speakers, penny stock games, finance experts, etc.</p>	<p>Wayne Banfield Joel MacRae</p>	<p>TBD</p>
<p>Fundraising Committee</p>	<p>Oversee the organization and implementation of fundraising opportunities for JCI Cape Breton</p>	<p>TBD</p>	<p>TBD</p>

## Individual Development Area of Opportunity

**Key Objectives: To provide the opportunity for the Individual Member to realize their personal potential through training programs, professional development workshops, networking events, and leadership development sessions; as well as organize social events for the chapter.**

Strategy	Action Steps	Who's Responsible	Timeline & Budget
Lunch & Learns	<ul style="list-style-type: none"> <li>• Form Committee</li> <li>• Secure Venue</li> <li>• Seek out presenters</li> <li>• Create Schedule</li> <li>• Solicit Give-aways</li> <li>• Promote Event</li> </ul>	Lucy Wintermans Alexis Rudderham Richards Mark Sparrow	6 per year TBD
Speaker Series (Entrepreneurship) Explore opportunity to partner with CBU's new Small Business Centre.	<ul style="list-style-type: none"> <li>• Identify funding</li> <li>• Identify potential topics</li> <li>• Identify and secure presenters and venue</li> <li>• Create schedule &amp; ads</li> <li>• Promote Event</li> </ul>	TBD	TBD
Highschool Trade fair (entrepreneurship & skilled trades) Partner with CB Partnership who has the contract for this project for 2009	<ul style="list-style-type: none"> <li>• Contact Keith MacDonald</li> <li>• Find opportunity to partner</li> <li>• Share framework from previous years</li> <li>•</li> </ul>	Stephen Tobin	TBD
Blackberries & Beer - A presentation by local blackberry provider with q&a. - A blackberry has been donated as a giveaway.	<ul style="list-style-type: none"> <li>• Contact and secure RIM specialist</li> <li>• Secure Venue</li> <li>• Schedule Event</li> <li>• Solicit Giveaways</li> <li>• Promote Event</li> </ul>	Alexis Rudderham Richards Mark Sparrow	\$100 March 27, 2009
Martini Night -Upscale social at local venue	<ul style="list-style-type: none"> <li>• Secure Venue &amp; Entertainment</li> <li>• Create interesting drink menu</li> <li>• Prepare JCI info booth</li> <li>• Decorate venue</li> <li>• Solicit Giveaways</li> <li>• Promote Event</li> </ul>	Stephen Tobin	TBD
Halloween Event -Build on success of 2009 event.	<ul style="list-style-type: none"> <li>• Secure Venue</li> <li>• Call for volunteer interest</li> <li>• Purchase Halloween Candy</li> <li>• Decorate Venue</li> <li>• Promote Event</li> </ul>	Mark Sparrow	\$400 Oct 2009

Monthly Luncheons – Alternating between Lunch & Learns and Informal Lunch Gatherings of Members & Guests	<ul style="list-style-type: none"> <li>Schedule lunch &amp; learns and informal lunches.</li> </ul>	Mark Sparrow	Year round. TBD
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## Community Development Area of Opportunity

**Key Objectives: To develop the knowledge of community dynamics of Individual Members. To enhance the sense of community and civic pride in our area and to ensure that activities in this area of opportunity relate to the mission and to the needs of the community.**

Strategy	Action Steps	Who's Responsible	Timeline & Budget
Big Brother Big Sister Bowl for Kids Sake	<ul style="list-style-type: none"> <li>Notify Members</li> <li>Make pledge sheets available</li> <li>Fill Teams</li> <li>Raise Pledges</li> </ul>	Alexis Rudderham Richards Mark Sparrow	Feb/March 2009
Dragon Boat Race -Partner with RBC as in the past to fill their boats with Jay Ceess	<ul style="list-style-type: none"> <li>Contact Anne MacDonald</li> </ul>	Alexis Rudderham Richards Sidney Reid	TBD
Read-a-thon -Event hosted by the McConnell Library to promote reading amongst children.	<ul style="list-style-type: none"> <li>Notify Members</li> </ul>	Stephen Tobin Maureen Barrington	TBD
Junior Achievement – ESIS JCI Cape Breton is adopting a school to deliver the Economics of Staying in School Program	<ul style="list-style-type: none"> <li>Inform Members &amp; secure interest</li> <li>Hold training session</li> <li>Mobilize group</li> </ul>	Maria MacDonald Mark Gouthro	March 2009
HYPE Awards -Coinciding with Chapter Awards -Build on success of previous years awards show which had over 500 people in attendance	<ul style="list-style-type: none"> <li>Roll out platform from previous years.</li> <li>Contact supports/sell tables</li> <li>Request nominations</li> <li>Form nomination/selection committee</li> </ul>	Stephen Tobin Wayne Banfield Maria MacDonald Alexis Rudderham Richards	Nov 2009
NYE Event	<ul style="list-style-type: none"> <li>Plan NYE party</li> <li>Promote Event</li> <li>Sell tickets</li> </ul>	Mark Sparrow Michael Rudderham Joel MacRae	

## International Area of Opportunity

**Key Objectives: To provide members the opportunity to contribute to matters of an international nature in Cape Breton; To allow members an opportunity to make a positive impact in another country**

Strategy	Action Steps	Who's Responsible	Timeline & Budget
JCI Cape Breton Presents – An evening for Newcomers & International Students  Partner with CBU and CBCEDA's Newcomer Navigator	<ul style="list-style-type: none"> <li>• Secure Venue and particulars</li> <li>• Distribute information through networks</li> <li>• Contact partners</li> <li>•</li> </ul>	Rany Ibrahim	TBD
SWAC (Sleeping Children Around the World) Bed Kit - \$30 donation provides bed kits to children in underdeveloped and developing countries.	<ul style="list-style-type: none"> <li>• Determine if this is still JCI Canada's charity of choice.</li> <li>• Implement SWAC into events/gifts/fund raisers, etc.</li> </ul>	Stephen Tobin	TBD
	<ul style="list-style-type: none"> <li>•</li> </ul>		
	<ul style="list-style-type: none"> <li>•</li> </ul>		

## Growth & Development

**Key Objectives: To grow chapter membership through a number of marketing, communications, and promotional activities.**

Strategy	Action Steps	Who's Responsible	Timeline & Budget
Chapter Business Plan	<ul style="list-style-type: none"> <li>• Draft conceptual plan</li> <li>• Present to membership at AGM</li> <li>• Receive Membership Input</li> <li>• Adopt Chapter Business Plan</li> </ul>	AGM Committee JCI Cape Breton Board JCI Cape Breton Membership	Feb 28 <sup>th</sup> - December 31 <sup>st</sup> , 2009
Information Booths – Set up throughout the year at various business trade fairs, CBU, and NSCC	<ul style="list-style-type: none"> <li>• Prepare materials for booth</li> <li>• Identify locations</li> <li>• Book dates</li> </ul>	Alternating members of JCI Cape Breton	Year round. TBD
Recruitment Nights – JCI Cape Breton Powerpoint Presentation “What is JCI Cape Breton?”	<ul style="list-style-type: none"> <li>• Prepare slideshow</li> <li>• Schedule event</li> <li>• Promote Event</li> <li>• Invite JCI alumni</li> </ul>	Executive Committee	Quarterly TBD
Community Outreach -To hold JCI Cape Breton events outside of the Downtown Sydney area, in other rural communities	<ul style="list-style-type: none"> <li>• Form Community Outreach Committee.</li> <li>• Prepare events for other locations</li> <li>• Promote events through local networks.</li> </ul>	Community Outreach Committee	TBD

## 2009 Schedule of Events & Activities

<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>
Total Membership Goal 35	Total Membership Goal: 35 Feb. 27 - February Event (Yacht Club) Feb. 28 - 2009 AGM	Total Membership Goal: 40 Lunch n Learn (3 <sup>rd</sup> Tuesday) March Social Blackberries & Beer (March 27 <sup>th</sup> ) What is JCI? Presentation Executive Meeting	Total Membership Goal: 42 Informal Lunch (First Friday) April Social
<b>May</b>	<b>June</b>	<b>July</b>	<b>August</b>
Total Membership Goal: 44 Lunch & Learn (Third Tuesday) May Social	Total Membership Goal: 46 Informal Lunch (First Friday) June Social Executive Meeting	Total Membership Goal: 48 Lunch & Learn (Third Tuesday) July Social	Total Membership Goal: 50 Informal Lunch (First Friday) August Social
<b>September</b>	<b>October</b>	<b>November</b>	<b>December</b>
Total Membership Goal: 52 Lunch & Learn (Third Tuesday) September Social Executive Meeting	Total Membership Goal: 54 Informal Lunch (First Friday) October Social - Halloween Party	Total Membership Goal: 56 Lunch & Learn (Third Tuesday) November Social HYPE Awards	Total Membership Goal: 58 Information Lunch (First Friday) December Social - Xmas gathering New Years Eve Party Executive Meeting