

Williams Lake & District Chamber of Commerce

Executive Director Self Evaluation

2005

1. What are my strongest assets to the Chamber and how do I use them to benefit the organization?
 - a) Skilled organizational abilities for co-coordinating multiple activities including Board meetings, General meetings, committee meetings, workshops, events such as Business After Hours, Business Excellence Awards, All Candidates Forums, Open Houses, and Guest Speaking engagements.
 - b) Interpersonal skills as they relate to the variety of personalities I have worked with over the past 16 years. In that time I have had 16 new Boards to work with, hundreds of members, committees within the organization and outside the organization.
 - c) Strong revenue generation background and sound fiscal management which has provided us financial security. "Where can we get the money to do that?" is a question that is asked regularly.
 - d) Marketing and promotion skills utilized for the Chamber as well as Tourism.
 - e) Certified trainer and facilitator for various Superhost Workshops, Career Prep Education and the National Visitor Information Counsellor Program which I helped develop through the Ministry of Tourism.
 - f) High level of commitment of over 15 years to the Williams Lake & District Chamber of Commerce.

- What were my best accomplishments in the last 12 months and why? The year started out badly with my assistant being off on stress leave which continued on for 9 months. During that time I operated the Visitor Info Centre and the Chamber office without a fulltime assistant. Some of the main events that were done We Coordinated a three day fam tour of the Chilcotin coast Region with WL, Port Hardy and Quesnel Interviewed, hired and trained 3 new student staff members Finalized contract with the Cariboo Regional District Organizing booth and promo material for Trade Shows Board retreat and strategic planning session Organized, attended and facilitated 4 workshops with Tourism BC, Rocky Mountaineer Rail Vacations and tourism operators to help operators package their products Prepared RFP's for Newsletter contract Implementing new accounting program to co-incide with Year End; created in house "how To's Manual"; attended and participated in Downtown Enhancement and servicing plan at City Hall; One to One Business Solutions - setup and delivery in March and April with Roy Prevost and Community Futures ; Launched the Chamber's Web Site Board retreat and strategic planning session; negotiated 2004 and

2005 VIC contracts; organized, attended and participated in Vancouver Home Show and the Vancouver Outdoor Adventure Show; organized various meetings and luncheons for Minister of Forests, Hon. Mike de Jong, Premier Campbell, John Furlong,

Working on organizing a tour East to Horsefly and Lively with 3 communities
Accreditation committee Assisted in VIC contract negotiation

2. We co-ordinated and organized more than 50 events last year which either raised the profile of the Chamber in a positive way and/or generated revenue for the Chamber. Some highlights were the Chamber week and the co-ordinated effort with our Board; Business Excellence Awards, Regional Staff Training, All Candidates Forum, Small Business Week, and the hosting of several Provincial Cabinet Ministers. We also completed a successful Board Governance Workshop.
3. How do you assess Chamber service levels as they apply to;
 - a. Work quality
 - b. Work quantity -
 - c. Dealing with member problems and concerns
 - d. Operating the Visitor Information Center and related Tourism services
4. What weaknesses do you need to work on, and how can this be accomplished?
5. Over the next two year's, where would you like to see the Chamber's direction head, and how do we get there?

6. Any suggestions or comments