

# *The Greater El Paso Chamber of Commerce*



THE  
GREATER  
EL PASO  
CHAMBER OF  
COMMERCE  
SINCE 1899

**"One Voice for El Paso"**

## *Strategic Plan 2009*

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

# Mission Statement



## Vision Mission & Values

The Greater El Paso Chamber of Commerce is the VOICE for BUSINESS that is opportunity focused, integrity based, supporting COMMUNITY and MILITARY partnerships to promote regional ECONOMIC PROSPERITY and TRADE.

### Values Statement:

In addition to the code of conduct for board and staff, the following values guide decision-making processes at the Chamber.

- **Collaborative** - The Chamber recognizes the need to maximize business opportunities; understanding that optimal decisions incorporate the needs of employees, community, and government.
- **Community Based** - Represent business interests while working with city, county, state, federal, and communication organizations to help create economic prosperity in the region.
- **Diversity** – The Chamber respects diverse ideas, people and cultures in the Greater El Paso communities.
- **Ethics** - As the voice of business, the Chamber's actions are based on trust, honesty, integrity, transparency, and fairness through open communications and adherence to the highest of business ethics.
- **Member Driven** - Members are the foundation of the Chamber, they have a voice and become ambassadors for the Chamber.
- **Outreach** - Provide the community with a resource to support community initiatives.
- **Service** - The Chamber is a resource for its members in the areas of advocacy, contract procurement, training programs, networking, and financing opportunities.

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# Chamber Goals



## Government Relations and Advocacy for Business

- Foster relations with officials and developing positions and agendas
- Inform the community on the issues and opportunities affecting our region through political outreach

## Economic Prosperity and Growth

- Provide opportunities for member networking, training, exchange of information and procurement
- Recruit, develop, and retain a skilled workforce
- Collaborate and support the armed forces
- Promote economic development through alliances with private and governmental entities
- Improve international trade

## Quality of Life and Community

- Lead collaborative efforts to improve quality of life and community
- Advocate for programs and funding
- Support military efforts

## Chamber Excellence

- Maintain a volunteer leadership structure of effective Divisions and Committees to support our mission and goals
- Efficiently manage and steward the Chamber's resources
- Sustain, develop, and enhance marketing and communications
- Attract and retain quality-members
- Develop professional staff and infrastructure to best serve the Chamber and the community

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## CHAMBER STAFF

### Government Relations Division

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### Marketing and Communications

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## EXECUTIVE COMMITTEE

**Mr. David Osborn**, Chairman of the Board,  
Bank of the West

**Mr. Gus Rodriguez**, Chairman 2010,  
Beacon Services

**Mr. Richard Fleager**, Immediate Past Chairman,  
Texas Gas Service Company

**Ms. Janette Coon**, Business Development Division Chair,  
LandAmerica Lawyers Title of El Paso

**Mr. Hector Gutierrez**, Government Relations Division Chair,  
Hector Gutierrez Consulting

**Mr. Chuck Harre**, Armed Forces Division Chair,  
CAS Inc.

**Mr. Bill Terrell**, Education & Workforce Development Div. Chair,  
Western Technical College

**Mr. Mike Ryan**, Marketing & Communications Chair,  
Clear Channel Outdoor- El Paso/Southern NM

**Ms. Kathleen Campbell Walker**, Legal Counsel,  
Brown McCarroll

**Ms. Letty West**, Development Council Chair,  
Sun City Distributing

**Ms. Deborah A. Zuloaga**, Leadership El Paso Chair,  
United Way of El Paso

**Mr. A.F. "Tom" Thomas**, At Large Member,  
Ft. Bliss CASA

**Mr. Richard E. Dayoub**, President and CEO

**534-0500**

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