

# BUSINESS PLAN

# 2026



## CHAMBER VOICE

APRIL ISSUE

Serving Business & Community  
Since 1922

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# CHAMBER TEAM



**Raymond Burns, CCE**  
*President/CEO*



**Ross Phillips, IOM**  
*Chief Operating Officer*



**JR Shaw, IOM**  
*ED, Destination Rogers*



**Shelle Summers, IOM**  
*SVP of Member Services*



**Katie Burns**  
*SVP of Operations*



**Lorraine Ducharme**  
*VP of Accounting & Finance*



**Sara Lynn Geiger**  
*VP of Government Affairs*



**Carrie Chambers**  
*VP of Marketing & Communications*



**Luke Wiggins, TMP**  
*VP of Sales, Destination Rogers*



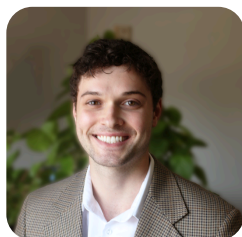
**Jeremy Biggs**  
*VP of Economic Development*



**Marni Rogers, IOM**  
*VP of Member Relations*



**Patrick Reynolds**  
*DoS, Destination Rogers*



**Sam Danneberg**  
*Director of Downtown Development*



**Lanis Brown**  
*DoS, Member Services*



**Javier Hernandez**  
*Director of Community Development*



**Dee Jay Manley**  
*Accounting & Finance Manager*



**Dane Clark**  
*Sales & Services Manager, Destination Rogers*



**Samantha Rojas**  
*Sales & Services Manager, Destination Rogers*



**Leighann Bush**  
*Community & Visitor Engagement Coordinator*



**Amy Sasser**  
*Manager of Special Events*



**Lilah Chesne-Williams**  
*Marketing Manager & Design Lead*



**Raegan Holland**  
*Marketing Communications & Content Manager*



**Carter York**  
*Multimedia & Video Content Manager*



**Hailey Buttry**  
*Customer Service Specialist*

# BOARD OF DIRECTORS

## Executive Committee

**Chairman of the Board**  
**Josh Vasquez**  
*Generations Bank*

**Chairman-Elect**  
**Jaclyn Henderson**  
*Regions Bank*

**Treasurer**  
**Mike Dodge**  
*Carroll Electric  
Cooperative Corporation*

**Past Chairman**  
**Michael Parker**  
*Nabholz Construction*

**President/CEO**  
**Raymond Burns**  
*Rogers Lowell Chamber*

## 2026 Directors

**Andrea Allen**  
*Onyx Coffee Lab*

**Austin Bryan**  
*HoganTaylor LLP*

**Ever Cuellar**  
*Sterling Bank*

**John McKay**  
*Glad Manufacturing Company*

**Ryan Dagley**  
*Signature Bank of Arkansas*

**Trevor Hensley**  
*Crafton Tull*

## 2027 Directors

**Alex Martelli**  
*PepsiCo*

**Andrew Branch**  
*NWA National Airport - XNA*

**Carol Silva Moralez**  
*Upskill NWA*

**David Keefauver**  
*J.B. Hunt Transport, Inc.*

**Joseph Stephens**  
*Kiefer Sage*

**Kraig Pomrenke**  
*Chicken Salad Chick*

## 2028 Directors

**Bruce Barkley**  
*KHBS/KHOG-TV*

**Chad Evans**  
*Arvest Benton County*

**Debbie Jones**  
*CEI Engineering Associates, Inc*

**Kristin Baldwin**  
*Smith Hurst, PLC*

**Natalie Tibbs**  
*Children & Family Advocacy Center*

**Spencer Fox**  
*Legacy National Bank*

## Ex-Officio Directors

**Amy Schlesing**  
*SWEPCO*

**Chris Moore**  
*Mayor, City of Lowell*

**Dr. Jeff Perry**  
*Rogers Public Schools*

**Jeff Wood**  
*Tyson Foods, Inc.*

**Peter Lane**  
*Walton Arts Center*

**Angela DeLille**  
*Cox Communications*

**David Foster**  
*APAC - Central, Inc.*

**Drew Stoner**  
*First Security Bank*

**Joey Msall**  
*Black Hills Energy*

**Ron Amos**  
*Minuteman Press*

**Barry Moehring**  
*Benton County Judge*

**Denise Thomas**  
*Arkansas World Trade  
Center*

**Eric Pianalto**  
*Mercy Northwest  
Arkansas*

**Juli McWhorter**  
*Northwest Medical Center,  
Bentonville*

**Stennett Thompkins**  
*AAA Insurance*

**Braden Land**  
*Rausch Companies*

**Dick Trammel**  
*Chairman Emeritus*

**Greg Hines**  
*Mayor, City of Rogers*

**Kaala House**  
*The Agency Northwest  
Arkansas*

**Tom Hopper**  
*TallChamps, LLC*

**Brent Watkins**  
*Benchmark Group, Inc.*

**Dr. Dennis Rittle**  
*NWACC President*

**Gus Reyes-Jacobo**  
*Arvest Bank*

**Lane Crider**  
*Beaver Water District*



# 2026 CHAIRMAN OF THE BOARD

## **WELCOME, JOSH — CHAIRMAN OF THE BOARD**

### **Steering the Future**

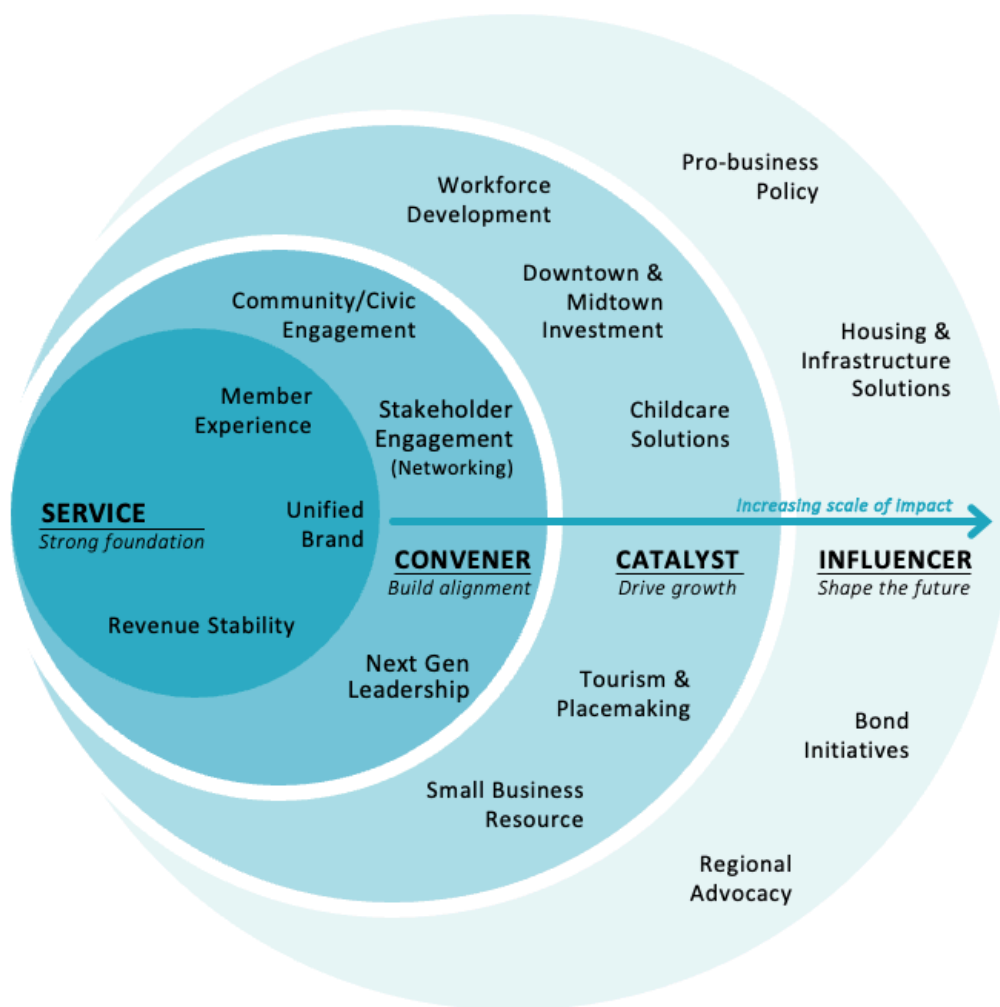
We are pleased to welcome Josh Vasquez as our new Chairman of the Board and look forward to the leadership, perspective, and energy he brings to this role. As we begin this next chapter, we are confident that Josh will help guide our organization forward with clarity, purpose, and a strong commitment to our mission.

At the same time, we extend our sincere gratitude to Michael Parker for his outstanding service and leadership as Chairman. Michael has led with integrity, vision, and a collaborative spirit, helping to strengthen our governance, support strategic growth, and foster a culture where people and ideas thrive. His impact on our organization is both meaningful and lasting.

We thank Michael for his dedication and are grateful for the foundation he has helped build. As we look ahead, we are excited to continue our progress under Josh's leadership, building on that strong legacy and moving confidently into the future.

2026-2030

# STRATEGIC PLAN



<b>SERVICE</b> <i>Organizational Strength</i>	<b>CONVENER</b> <i>Leadership &amp; Community</i>	<b>CATALYST</b> <i>Economy &amp; Place</i>	<b>INFLUENCER</b> <i>Policy &amp; Advocacy</i>
<ul style="list-style-type: none"> <li>• 90%+ member retention</li> <li>• Modern autorenewal system</li> <li>• Sustainable, diversified revenue</li> </ul>	<ul style="list-style-type: none"> <li>• 1,000+ leaders trained</li> <li>• 100+ board placements/year</li> <li>• Expanded minority business participation</li> </ul>	<ul style="list-style-type: none"> <li>• 300 new jobs annually</li> <li>• \$150M+ downtown &amp; midtown investment</li> <li>• 70%+ hotel occupancy</li> <li>• Transformational venue secured</li> </ul>	<ul style="list-style-type: none"> <li>• 4+ legislative wins/session</li> <li>• Bond passage</li> <li>• Housing &amp; childcare solutions advanced</li> </ul>

## MISSION STATEMENT

We are influencers, catalysts, and conveners; the trusted source for growing business, activating leaders, and building community.

# 2026 STRATEGIC GOALS

## 1. Strengthen the Regional Economy & Quality of Place

Drive intentional economic growth that supports jobs, investment, housing, infrastructure, and quality of life across Rogers, Lowell, and Northwest Arkansas. This includes downtown, midtown, and uptown investment, business attraction and retention, childcare and housing solutions, and infrastructure readiness.

## 2. Develop Leaders & Build the Workforce Pipeline

Position the Chamber as the region's convener for leadership development and workforce alignment. This includes leadership programs, board service pathways, youth and NextGen engagement, and employer/education partnerships that prepare current and future talent.

## 3. Lead on Policy, Advocacy & Regional Alignment

Serve as a unified, member-driven voice on policy and advocacy issues that impact economic competitiveness. This includes developing a regional legislative agenda, advancing bond initiatives, and collaborating with chambers, cities, and partners across Northwest Arkansas.

## 4. Elevate Destination Rogers & Tourism as an Economic Engine

Leverage tourism, meetings, and events as drivers of economic impact. Focus on increasing hotel occupancy, attracting group business, securing transformational venues, aligning destination branding, and using data to demonstrate ROI.



## 5. Deliver Exceptional Member Value & Sustainable Revenue

Ensure the Chamber delivers clear, measurable value to members while maintaining financial strength. This includes membership growth and retention, sponsorship and event revenue, modern billing systems, and a strong member experience.

## 6. Build a Strong and Aligned Organization

Strengthen internal systems, brand alignment, financial stewardship, and staff capacity to support long-term growth. This includes unified branding, high-impact communications, audit integrity, and professional development.



# SERVICE DIVISIONS

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**Marketing & Communications**

**Accounting & Finance**

**Member Services**

**Customer Service**

# MARKETING & COMMUNICATIONS

Marketing & Communications will focus on telling the Chamber's story, strengthening connections with members, and sharing information in ways that are meaningful and accessible. By meeting members where they are and how they prefer to engage, the team will support greater awareness, participation, and growth.



## GOALS



**80%**

Materials updated with brand standards



**90%**

Capital campaign touchpoints supported



**70%**

High-ROI content & storytelling initiatives



**10%**

Increase website traffic growth

# ACCOUNTING & FINANCE



The Accounting & Finance team supports the financial integrity of the Rogers Lowell Chamber by providing accurate reporting, maintaining compliance through audits, and managing employee benefit programs. The department ensures leadership has reliable financial information while supporting a strong and sustainable organization.

The team provides accurate and timely financial reporting to support informed decision-making and responsible financial stewardship. The department ensures financial transparency through required audits of the Chamber, Rogers Development Foundation (RDF), and Advertising & Promotion (A&P) funds. The team also administers employee health and wellness benefits, managing programs that support staff well-being and organizational stability.

## GOALS

12

Accurate financial statements

3

Clean audits completed

7+

Employee benefits plans managed (medical, HSA, life, dental, vision, 401k, and additional plans)



# MEMBER SERVICES

Our team is dedicated to connecting, engaging, and supporting members throughout their Chamber experience. Through personalized outreach and proactive support, we strengthen relationships, enhance satisfaction, and help members fully leverage the value and opportunities of their membership.

## MEMBERSHIP IMPACT

\* 175

Ambassador member visits will connect members with the Chamber, highlight membership benefits, and support retention efforts.

\* 88%

Retention rate with staff and volunteers engaging members, providing exceptional service, and strengthening long-term membership.

GOAL

**\$90K**

New membership investment



GOAL

**\$810K+**

Gross revenue for all chamber sponsorship



# CUSTOMER SERVICE

## ENHANCED PROGRAMS

Our customer service team will focus on strengthening internal support, streamlining programs, and ensuring a positive experience for members, partners, and visitors.



### Scholarship Program Modernization

Streamline applications and donor tracking with a new shared database.

## SUPPORTING DIVISIONS

To help Chamber initiatives succeed, the Customer Service team will provide backup coverage, assist with projects, and ensure smooth operations across all departments. This support allows each division to deliver programs and services effectively.



### Mission 5 Operational Support

Provide consistent support across Chamber divisions and initiatives.



# MISSION 5 WORK

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**Economic Development**

**Downtown Development**

**Government Affairs**

**Community Development**

**Destination Marketing & Management**

# ECONOMIC DEVELOPMENT

## \* ECONOMIC GROWTH & OPPORTUNITY

Economic Development will focus on strengthening the regional economy by supporting workforce readiness, attracting and growing businesses, and promoting strategic community development. Through collaboration with employers, educators, local governments, and community partners, these efforts will help ensure Rogers and Lowell remain competitive places to live, work, and invest.



## \* STRATEGIC PRIORITIES

The division will focus on connecting employers with workforce resources, supporting business retention and expansion, improving infrastructure connectivity, and addressing attainable housing needs. These initiatives will support sustainable growth and long-term economic vitality across the region.

### GOALS

Business Retention & Expansion surveys	<b>75</b>	New jobs	<b>300</b>
Kindergarten to Job student visits	<b>12</b>	Job fair attendees	<b>600</b>
Published articles/stories	<b>12</b>	New public transit investment	<b>\$200K</b>

# DOWNTOWN DEVELOPMENT



Tracking projects and supporting developers to drive commercial growth and new businesses.

Commercial investment	Stakeholder workshop
<b>\$8M</b>	<b>2</b>

\* Downtown Development will drive growth and investment in Downtown Rogers by leveraging data-driven strategies and insights to support businesses, engage developers, and strengthen partnerships. Efforts will focus on activating spaces, attracting a mix of retail and dining, and positioning downtown as a vibrant destination and economic driver.



Highlighting successes and gathering feedback to strengthen engagement.

Media Stories	Surveys
<b>25</b>	<b>30</b>

\* This work will foster collaboration and support business retention by engaging merchants, gathering feedback, and creating opportunities for connection. These efforts will help keep downtown businesses informed, connected, and positioned for success.

# COMMUNITY DEVELOPMENT

Our team is committed to fostering an engaged community by supporting membership growth, leadership development, and active participation in local initiatives. Over the coming year, we will focus on educating leaders on community engagement, expanding board service opportunities, and growing participation in programs like NWA Emerging Leaders. These efforts aim to strengthen connections, empower emerging leaders, and ensure that community voices contribute to the region's economic and civic development.



## GOALS

→ **10**  
Regional programs

→ **30**  
Nonprofit board placements

→ **1,500**  
Next Gen leaders in the pipeline

# GOVERNMENT AFFAIRS



## Advocacy that Works for Business

Government Affairs will advance a member-driven policy agenda that reflects the priorities of the business community. In partnership with regional chambers, economic development organizations, and key stakeholders, this work aligns advocacy efforts and strengthens regional influence. It also emphasizes increasing member awareness and engagement, ensuring businesses of all sizes have a voice in shaping policy and understand how Government Affairs supports their success.

→ 7

Host regional events

→ 3

Topic based policy discussions

# DESTINATION MARKETING



## GOALS



**500K**

Website views



**242**

Leads sourced



**102.7K**

Room nights sourced



**17.2K**

New business definite room nights

## **OUR TEAM WILL DELIVER 40 STRATEGIC MEDIA PITCHES TO PROMOTE ROGERS AS A VIBRANT DESTINATION FOR VISITORS, EVENTS, AND BUSINESS.**

Destination marketing plays a key role in raising awareness of the region and attracting visitors, events, and investment. Through targeted media outreach and strong storytelling, our team will work to position the region as a compelling destination. By building relationships with media outlets and sharing impactful stories, we aim to increase visibility and showcase the experiences that make our community unique.



## CONTACT US

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