



A Message from the Board of Directors

A Look Back & A Look Ahead

2017 Board of Directors

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A New Era for the Foster City Chamber of Commerce

In a dynamic, fast-changing marketplace, businesses need a fresh approach to growth, innovation, and agility. The Foster City Chamber of Commerce has been an eyewitness to these changes, and has worked tirelessly to reinvent itself to help Peninsula businesses make the most of these new opportunities.

Just a few years ago, our organization faced some real challenges and fading relevance. Today, the Chamber is fiscally sound, healthy, credible, vibrant and growing. The Chamber can reflect on a solid record of accomplishments and plans more to come.

The transformation began five years ago, as the Chamber set out to become more relevant and responsive to the needs of our business community. The road wasn't easy.

It started with engagement and collaboration. We've partnered with the City and more than 300 of the most successful businesses and organizations on the Peninsula to spark new opportunities. Our vibrant community includes businesses of every size, kind and industry -from small independent locally owned through to giants like IBM, Visa and Gilead Sciences.

We've worked together on business advocacy, helping our partners connect and engage with local, state, and federal government leaders to advance their agendas.

We've helped partners boost visibility, through outreach and promotion initiatives that help them amplify their message to the community, customers and visitors.

And we've built new relationships with active network and referrals. The Chamber has made it easy for partners to connect to prospects and create opportunities and relationships that grow their businesses.

To move forward, the Chamber started by looking back, taking stock in where it was and recommitting itself to its original mission as a positive agent for change to take it to where it knew it needed to be:

"To promote, support and advocate for our members, and strengthen the economic climate of the Foster City area."

Fresh Leadership and a Fresh Approach

It all started with a five-year plan. First, the Board realized that it needed a different kind of President/CEO to lead the organization day-to-day. Reaching out to the private sector, the Chamber hired Joanne Bohigian in 2012 to bring a fresh perspective and direction to the organization based on proven economic development strategies and models.

Together, the Board and its new President/CEO modified the Chamber's Charter to incorporate the principles of sustainability and the triple bottom line. It's all about protecting, maintaining, promoting and growing the economic and business resources in Foster City to enhance quality of life and protect the community's natural resources.

After some passionate discussion, the Chamber's Board zeroed in on four key areas of focus:

- Education, Outreach and Advocacy
- Strategic Partnerships and Opportunity Development
- Business Retention, Attraction and Expansion, and
- Professional Networking and Business Referral

Finally and most importantly, the Chamber developed a five-year work plan outlining key organizational concentrations, programs, service levels and deliverables for each year:

- 2013 - Evolve with Changing Times
- 2014 - Partner for impact!
- 2015 - Commit & Deliver
- 2016 - Extend Our Reach
- 2017 - Create opportunities

These themes provided direction and focus, and helped the Chamber develop as a true community partner.

Change and Continuity

Together, the leadership team has successfully accomplished what it set out to do: revitalizing the Chamber as a fiscally strong, engaged leader in our community: the voice of business for Foster City. But it's only the beginning, with much more to do.

As we move forward into our next phase, Joanne Bohigian will be stepping down from her position as President/CEO effective as of June 30th, 2017. The Board of Directors is very grateful and appreciative to Joanne for her dedication, knowledge, service and impact. We wish her continued success as she moves to the next step in her career as we know you all do as well. Feel free to reach out to her directly. She's still reachable at (650) 245-5079 or jbohigian@fostercitychamber.com.

Joanne will work with the Board to ensure a successful transition with the Staff and will continue to lend her expertise and maintain an active presence in the organization serving on the Board of Directors.

After a five-year commitment to transforming the Chamber, Joanne strongly believes the time is right for a new leadership team to step in and support the organization as it moves forward into its next phase. As always intended, the Chamber will move from its "staff" leadership model back toward one led by its Board of Directors.

As the organization continues to grow, the board is primed and ready to develop key initiatives for Chamber Members, and strengthen relationships with key stakeholders.

Working Hard for Members Every Day

The Chamber's re-commitment to its mission, together with the five-year strategic plan, have jump-started its ability to power positive change. Fundraising is at all-time high with sponsorship in now proven programming such as cityFEST, the Business Leadership Council, connect!@5 and more growing at unprecedented levels. The conversations focused on areas of greatest import to businesses and residents - transportation, mobility, and accessibility; affordable housing; sustainability; smart growth; identity; quality of place; and more -- are in process and the dialog is producing actionable programs, services and offerings.

As Foster City moves towards celebrating its 50th anniversary in 2021, the Chamber of Commerce will continue to evolve to meet new imperatives. Although we have seen some changes, our mission remains clear: doing everything possible to make Foster City the premier urban/suburban experience on the Peninsula.

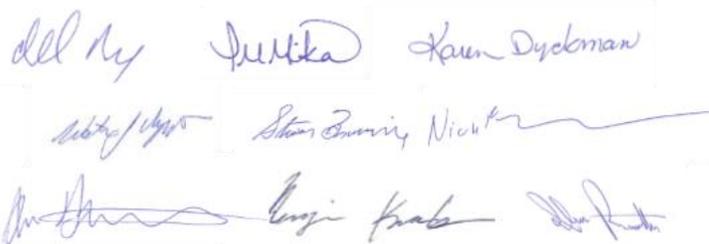
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There's even more exciting times ahead and we're looking forward to sharing them with you.

The Board of Directors will be convening for our Mid-Year Strategic Planning Session at the end of July to confirm our plans for the remainder of 2017 and look ahead to 2018 and beyond. We look forward to sharing the details with you at the Annual Meeting of Members in October.

If you have any questions, do not hesitate to reach out to any of us at (650) 573-7600. We look forward to talking with you and continuing our efforts on your behalf.



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Steve [unclear] Stan [unclear] Nick [unclear]
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