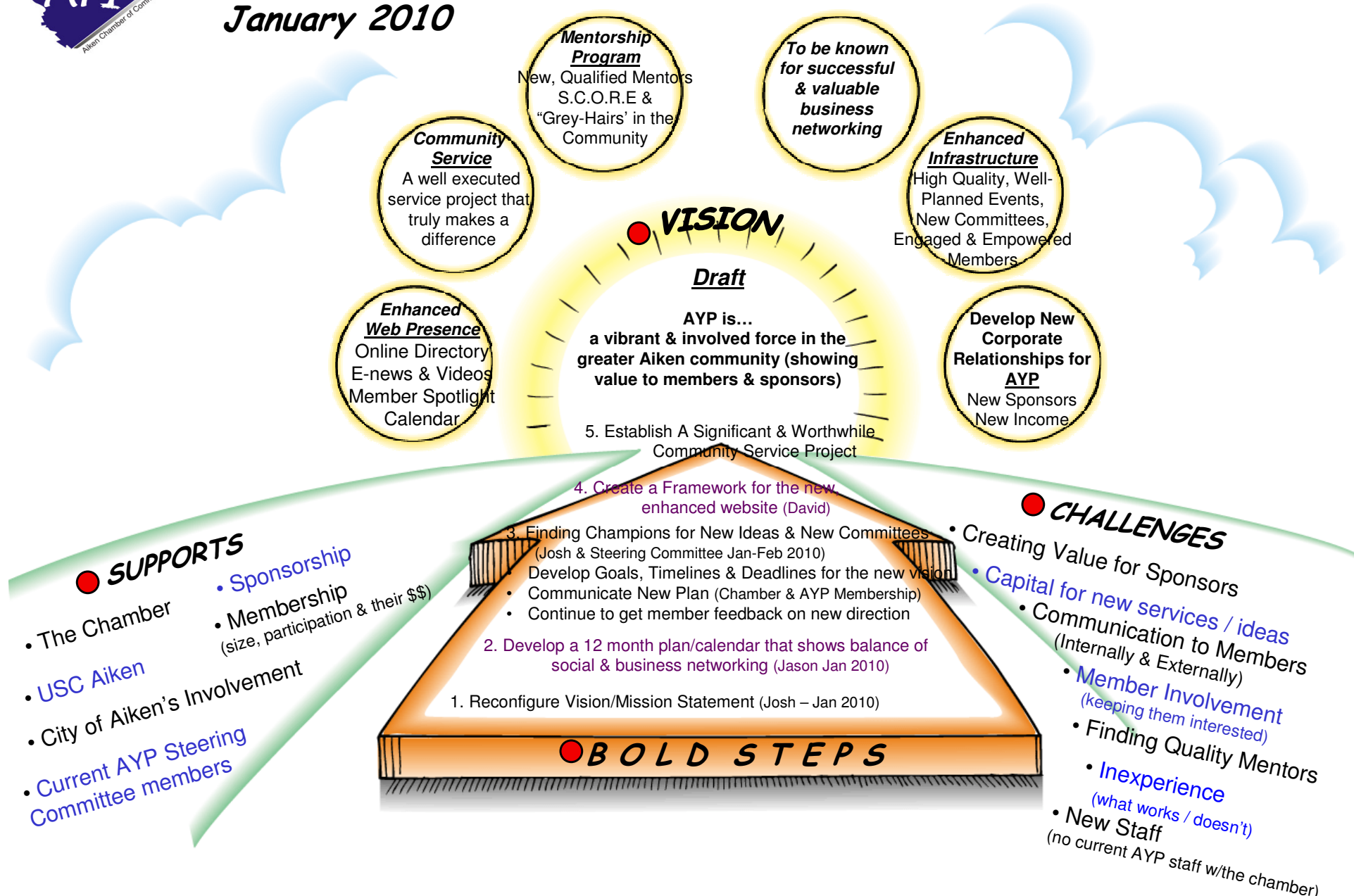




Vision Renewal January 2010



VISION

Draft

AYP is...
a vibrant & involved force in the
greater Aiken community (showing
value to members & sponsors)

5. Establish A Significant & Worthwhile
Community Service Project

4. Create a Framework for the new
enhanced website (David)

3. Finding Champions for New Ideas & New Committees
(Josh & Steering Committee Jan-Feb 2010)
Develop Goals, Timelines & Deadlines for the new vision
• Communicate New Plan (Chamber & AYP Membership)
• Continue to get member feedback on new direction

2. Develop a 12 month plan/calendar that shows balance of
social & business networking (Jason Jan 2010)

1. Reconfigure Vision/Mission Statement (Josh – Jan 2010)

BOLD STEPS

CHALLENGES

- Creating Value for Sponsors
- Capital for new services / ideas
- Communication to Members (Internally & Externally)
- Member Involvement (keeping them interested)
- Finding Quality Mentors
- Inexperience (what works / doesn't)
- New Staff (no current AYP staff w/the chamber)

SUPPORTS

- The Chamber
- USC Aiken
- City of Aiken's Involvement
- Current AYP Steering Committee members
- Sponsorship
- Membership (size, participation & their \$\$)

Community Service
A well executed service project that truly makes a difference

Enhanced Web Presence
Online Directory
E-news & Videos
Member Spotlight
Calendar

Mentorship Program
New, Qualified Mentors
S.C.O.R.E & "Grey-Hairs" in the Community

To be known for successful & valuable business networking

Enhanced Infrastructure
High Quality, Well-Planned Events,
New Committees,
Engaged & Empowered Members

Develop New Corporate Relationships for AYP
New Sponsors
New Income