

GHACC PRESIDENTIAL PLAN

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Term Beginning: January 2026- December 2028

PAGE 1 — VISION, LEADERSHIP STRUCTURE & MEMBERSHIP STRATEGY

I. INTRODUCTION & VISION

The Greater Haitian American Chamber of Commerce is at a critical stage of growth and transformation. If elected President, my vision is to elevate GHACC into a modern, high-performing, **business-driven** organization that provides strong value to Haitian American entrepreneurs and positions our chamber as a respected leader within Central Florida and beyond.

My goals are anchored in credibility, innovation, partnerships, and accountability. I will focus on strengthening our internal structure, expanding membership, improving retention, enhancing visibility, and modernizing our operations using technology and AI.

II. ORGANIZATIONAL RESTRUCTURING FOR HIGH PERFORMANCE

1. Restructure the Board for Clarity & Accountability

GHACC must operate with efficiency and clear expectations. During the first quarter:

- Conduct a full board role review
- Redefine responsibilities aligned with the chamber's mission
- Implement quarterly performance evaluations
- Establish accountability and measurable goals for each department

This ensures that leadership is aligned, productive, and capable of delivering results.

2. Reduce Underperforming Departments

To improve organizational discipline, departments that are not operating at a high-performance level will be temporarily reduced or merged in Year One. The focus will be on rebuilding efficient, effective teams before expanding.

3. Strengthen the Membership Department

A larger, more capable membership team is essential. Plans include:

- Appointing more Membership Directors and Ambassadors
- Implementing structured onboarding and follow-up systems
- Ensuring fast responses to new members
- Creating a membership support hotline and assistant

A strong membership department equals consistent growth and retention.

III. MEMBERSHIP GROWTH, RETENTION & AI MODERNIZATION

1. Membership Growth Initiative

We will aggressively grow GHACC membership by:

- Targeted online campaigns
- Partnerships with local organizations, churches, and colleges
- Expanded presence at community and business events
- Recruitment incentives and referral programs

Goal: Significant membership increase by the end of 2026.

2. Membership Retention Improvements

Retention will be improved with:

- Quarterly check-ins for all members
- Personalized engagement through AI automation
- Member benefit reminders
- More valuable programming and events

3. AI-Powered Member Onboarding

To modernize GHACC operations:

- New members receive an automated welcome text message immediately after joining
- AI engages them in conversation about benefits, resources, events, and next steps
- AI will continue communication until a GHACC representative connects with them
- An automated AI-driven CRM will track engagement and prevent member drop-off

This ensures that every member feels valued, informed, and connected from day one.

4. Expanded Honorary Membership Program

GHACC will invite high-profile leaders with strong reputations to serve as Honorary Members, including:

- Public figures
- Corporate executives
- Elected officials
- Haitian American influencers

These individuals will help promote GHACC publicly, improve visibility, and attract new members through their influence and large followings.

PAGE 2 — PARTNERSHIPS, VISIBILITY & DIGITAL EXPANSION

IV. STRATEGIC PARTNERSHIP EXPANSION

1. Reduce and Refocus “Let’s Connect” Events

While valuable, monthly Let’s Connect events can lose impact if overused. We will:

- Reduce frequency
- Improve quality
- Replace some programming with higher-value partnership events

2. Joint Partnership Events Every Two Months

GHACC will collaborate with strong business networks to elevate its influence, including:

- African American Chamber of Commerce
- Citrus Club
- NEC partner organizations
- Hispanic Chamber of Commerce
- Orlando Business alliances
- Business incubators and universities

Every two months, GHACC will co-host large partnership events, giving members access to diverse communities, corporate contacts, and new opportunities.

V. COMMUNITY VISIBILITY — “WHO WE ARE” CAMPAIGN

1. Chamber Exposure & Branding Push

We will launch an aggressive branding campaign to raise GHACC’s visibility:

Marketing Materials

- Flyers and posters in every Haitian-owned business
- Direct mailers to strategic neighborhoods
- GHACC magazine highlighting achievements, members, and opportunities

Community Presence

- Consistent chamber representatives at public events
- Partnerships with media outlets
- Visibility in schools, churches, and commercial centers

2. Multi-Language Communication

To better reach the Haitian community:

- English, Creole, and French materials
- Social media posting strategy in all three languages
- Culturally-targeted marketing messages

This campaign will ensure GHACC becomes a widely recognized and trusted brand.

VI. DIGITAL EXPANSION & GHACC TV

1. Launch GHACC TV

We will create an official online media platform that will:

- Feature local business owners
- Share interviews with community leaders
- Provide educational business content
- Showcase GHACC events and initiatives
- Highlight Haitian businesses in Central Florida

GHACC TV will significantly increase online visibility and engagement.

2. Partnership With Orange County (Orange TV)

We will work towards creating a GHACC show on Orange TV, which may include:

- Business spotlights
- Community interviews

- Educational episodes
- County resource information
- Promotion of chamber events

This partnership will elevate GHACC's profile and provide valuable exposure to members.

VII. BUSINESS-FIRST STRATEGY FOR YEAR ONE

Year One will focus primarily on strengthening the Haitian business community. We will prioritize:

- Business education workshops
- Access-to-capital sessions
- Procurement and vendor certification programs
- Corporate partnerships
- High-value networking events

Community events will not disappear, but the main focus will be business development and economic empowerment.

PAGE 3 — STARTUP PROGRAM & TIMELINE

VIII. STARTUP BUSINESS ACCELERATION PROGRAM (SBAP)

In Partnership With NEC Organizations

This new flagship initiative will support new entrepreneurs and early-stage business owners with:

- Monthly training workshops (licensing, business plans, marketing, funding)
- One-on-one mentorship through SCORE, SBDC, and chamber leaders
- Access to microloans, grants, and county funding programs
- GHACC Startup Certification upon completion

- Annual Startup Pitch Showcase with sponsorship opportunities

This program will increase Haitian-owned startups and strengthen GHACC's credibility as a business support organization.

IX. 2026 IMPLEMENTATION TIMELINE

Q1 — January–March

- Full board restructuring
- Departmental adjustments
- AI onboarding system launch
- Membership growth campaigns
- Startup Program kickoff

Q2 — April–June

- Begin joint partnership events (African American Chamber, Citrus Club, NEC groups)
- Launch GHACC TV
- Increase social media output and member highlights

Q3 — July–September

- Roll out full “Who We Are” visibility campaign
- Posters, mailers, magazines
- Expand Honorary Membership cohort
- Orange TV partnership launch

Q4 — October–December

- Annual Startup Business Showcase
- GHACC Business Summit

- Comprehensive annual performance review
- Strategic planning for 2027

X. CONCLUSION

This Presidential Plan is designed to modernize GHACC, expand its visibility, empower our members, and strengthen our position within the regional business community. Through restructuring, partnership expansion, AI innovation, community engagement, and a business-first focus, GHACC will enter a new era of excellence and influence.

If elected President, I am committed to leading with integrity, transparency, and a deep passion for the success of every Haitian entrepreneur we serve.