

COFACC JOURNEY TO SUCCESS (2020-2025)

The National Premier Voice of the Filipino American Businesses



VISION

To be the leader and catalyst facilitating growth, prosperity, collaboration and engagement among business organizations serving Filipino American communities.

MISSION

Provide support, resources and share best practices to the individual partner chambers and serve as their collaborative voice.

GROWTH STRATEGIES

VERTICAL

Progressive recruitment of additional partner chambers across the country

HORIZONTAL

Expand individual chamber membership and maintain high retention rates

BUSINESS STRATEGIES

- **Community Relations: Connecting Business and Community**
- **Business and Economic Enrichment: Creating Viability & Value**
- **Member Services: Cultivating Member Engagement**
- **Organizational Foundation: Charting the Course**

CORE VALUES

- **Integrity & Mutual Respect**
- **Collaboration**
- **Equal Opportunity to Grow**
- **Entrepreneurial Spirit**
- **Leadership**
- **Innovation and Tradition**
- **Sustainability**
- **Diversity**

FOUR PILLAR OF SUCCESS

Professional Leadership



- Setting high standards of performance
- Practice of ethical & moral standards

Technology Driven



- Technology = Efficiency = PROFIT
- Technology training of chamber leaders

Stay Relevant



- Belief & passion in value proposition
- Choice of quality events/ programs

Succession Planning



- Training & development of 2nd line leaders
- Engage millennials in leadership roles