



Promoting Business for Over 50 Years

ANNUAL REPORT 2011

WELCOME TO THE **HEB CHAMBER OF COMMERCE**

"The mission of The Chamber is to serve and promote our members and the community."

The HEB Chamber is an association of businesses working together to improve the quality of life and economic climate in our area.

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www.heb.org

Hurst Euleless

CHAIRMAN'S LETTER

For over 50 years, our Chamber and its members have played a vital role in the economic development, transportation, and educational issues that have made this area successful. The Chamber thanks the scores of volunteers for the many hours they give all year. One of the greatest assets of the vibrant communities we serve is the bond the cities of Hurst, Euleless, and Bedford have for each other. Their spirit, partnered with the business community, encourages the involvement of residents across the North Texas Metroplex. I have found a unique blend of modern conveniences with hometown values. This area is a strategic location and a quality business market. Our members exemplify that sense of civic responsibility. Congratulations to the entire HEB Chamber Board and volunteers for their dedication and commitment to the HEB community and the lives they touch. It has been an honor to work with Mary Frazier and her staff. They are a tremendous resource every day. Thank you for the honor of serving as your chairman.

Linda Caram
2011 Chairman of the Board



HEB CHAMBER OF COMMERCE 2011 to 2015

Mission Statement

The mission of the Hurst Euleless Bedford Chamber is to serve and promote our members and the community.

Vision

The HEB Chamber is the preferred chamber in Northeast Tarrant County.

The HEB Chamber has the most active membership because of its effective programs and opportunities for business.

The HEB Chamber experiences membership retention and growth from businesses that received enhanced value from their membership.

Five Year Focus

Embrace inclusion of all cultures and businesses for Chamber membership, actively pursuing diversification that reflects the make-up of the community.

Enhance members' success through aggressive programs of advocacy, member benefits and services and useful information that inspires participation, especially of new members, maximizing the value of members' experiences.

Increase the established sense of connectivity using the website and social networking, as well as personal attention, to keep the members and the community up to date with information about Hurst Euleless Bedford, Texas.

Board of Directors

EXECUTIVE COMMITTEE

Linda Caram, Chairman of the Board
AT&T

Geoff Graham, Immediate Past Chairman
Carter BloodCare

Bill Lynch, Chairman-Elect
Minuteman Press

Deborah Paganelli, Treasurer
Texas Health Harris Methodist Hospital HEB

Pete Benenati, Corporate Guidance Officer
Benenati Law Firm, P.C.

Mary Martin Frazier, President & CEO
HEB Chamber of Commerce

Division Chairmen

Darryl Day, *Day Real Estate*

Mike Delgado, D.D.S., M.S., *Delgado Orthodontics*

Bill Hurlbut, *Hurlbut Insurance Services*

Brent McIlvain, *Edward Jones*

Sandee Treptow, *Reliant Energy*

At-Large Members

Mary Jean Maloney, *Atmos Energy*

Suzanne Paul, *North East Mall*

BOARD OF DIRECTORS

Rachel Branum, West Side Bank and Trust

Gene Buinger, Ed.D., HEB Independent School District

Larry Darlage, Ph.D.,
Tarrant County College - Northeast Campus

Jeff Fegan, DFW International Airport

Gary Fickes, Tarrant County Commissioner, Precinct 3

Walter Furnace, American Airlines Federal Credit Union

Matthew Gallagher, The Gallagher Group

Julie Gallagher-Gough, DOCUation

Karen Gustafson, Frost Bank, Euless

Wes Harrison,
Allen Samuels Dodge Chrysler Jeep Ram Hyundai

Tom Hingst, Hingst Enterprises

Pepper Hudson, Pepper L Specialties

Linda Huggins, James B. Wright, D.D.S., Inc.

Judith Kutler, Kaner Medical Group, PA

David McKenzie, Walmart

Jane Nelson, State Senator, District 12

Chris Orona,
Baylor Regional Medical Center at Grapevine

Don Perfect, Oncor Electric Delivery

Tim Philpot, Preservation Financial

Tena Pitt, Bell Helicopter

Leighton Railsback, Country Gentleman Enterprises

Mary Lib Saleh, City of Euless

Scott Sheppard, 6 Stones Mission Network

Todd Smith, State Representative, District 92

Jay Stephens, American Air & Heat Company

Jim Story, City of Bedford

Jamie Tongate, Liberty Bank

Richard Ward, City of Hurst

Glen Whitley, Tarrant County Judge

Duane Wieland, RaD Apparel & Promotions

Business Development

Through the **BUSINESS DEVELOPMENT** Division, chaired by Darryl Day, The HEB Chamber provided opportunities for members to network with other members to increase their potential client and customer base, and to share their business knowledge:

- Eleven **BUSINESS AFTER HOURS** were held at member's offices where the sponsors promote their business to an average of 39 people who network in a relaxed atmosphere.
- The Annual **STAN'S CHILI CHALLENGE** was held in The Chamber parking lot, October 21 with more than 100 guests in attendance.
- Eleven **MEMBERSHIP LUNCHEONS** were held, giving sponsors, new members and holders of display tables time to promote their business and presenting informational speakers to those present. The average attendance was 119.
- There were three **LEADS GROUPS** where members exchange sales leads on a weekly basis, meeting at Chamber member restaurants. The average attendance of one group was 25 per meeting, while the other two groups averaged 7 and 15 respectively.
- **SEMINARS** were held on tips for successful tradeshows, managing employees in challenging times, marketing plans, book reviews and owning your own business.
- The **NETWORKING SKILLS BREAKFAST** was held bimonthly to teach members how to network and develop business relationships.
- The annual **GOLF CLASSIC** was held at Texas Star in Euless. The golfers had a great time and sponsors promoted their products and services.
- A membership breakfast was held in September with the city managers of Hurst, Euless and Bedford, each giving a "STATE OF THE CITIES" presentation. Attendance was 111.



Business After Hours

Community Development

Activities and programs of the **COMMUNITY DEVELOPMENT** Division, chaired by Brent McIlvain, included opportunities for involvement in the community:

- LEADERSHIP HEB, a nine-month program to identify and motivate emerging leaders, held informative meetings for the participants and graduated 17. The 2011 class started in September and has 19 participants.
- The LEADERSHIP ALUMNI ASSOCIATION welcomed the new class at a reception. Through their dues, the Alumni provided four scholarships for the class.
- The COMMUNITY ALLIANCES Committee demonstrated business support for the community by holding a canned food drive for the Community Enrichment Center, collecting socks for Feed By Grace and collecting funds for the 6 Stones Mission Network Backpack event. They also promoted a blood drive for Carter BloodCare at the Business2Business Expo.
- One COMPLIMENTARY DISPLAY TABLE at a Chamber membership luncheon was offered to Chamber non-profit members, with nine charities taking advantage of this opportunity.
- The Chamber participated in DFW International Airport's program to WELCOME THE TROOPS returning from Afghanistan and Iraq. This was a seven-day commitment involving more than 50 members.



Leadership HEB visits legislators at the State Capitol

Economic Development

To foster a business climate that encourages new businesses and retains existing businesses, the **ECONOMIC DEVELOPMENT** Division, chaired by Dr. Mike Delgado, completed the following activities and programs:

- The Chamber continued its partnership with the cities of Hurst, Eules and Bedford and the HEB ISD in the HEB ECONOMIC DEVLEOPMENT FOUNDATION. The Chamber's chairman and president participated in the Foundation's annual exhibit at the International Council of Shopping Centers in May. The Chamber continues to serve as the administrative arm of the Foundation, which includes producing a quarterly newsletter of economic news.
- The WORKFORCE DEVELOPMENT Committee continued supporting quality high school graduates by making presentations through Challenge By Choice, encouraging students to take high level courses. Twenty-five presenters covered 66 eighth grade classes.
- The Chamber promoted CLEAN AIR by producing and distributing an information flyer on steps to help make the air in our area cleaner and avoid producing extra ozone.
- The GOVERNMENTAL AFFAIRS COMMITTEE researched and prepared position statements on issues affecting businesses and the community. The Chamber was proactive with the Coalition of Tarrant County Chambers of Commerce to put on our bi-annual Tarrant County Days in Austin for 2011.
- Construction began on the North Tarrant Express and the Chamber started monthly meetings to update members on the reconstruction of Airport Freeway.
- More than 500 people attended the HEB EXPO where 80 members had exhibit booths along with sponsors who promoted their products and services. The event was held at the First United Methodist Church of Hurst.

Membership

The **MEMBERSHIP** Division, chaired by Bill Hurlbut, promoted The Chamber to prospective members and worked to retain existing members.

- The AMBASSADORS continued to welcome new members by contacting them when they first join and greet guests at membership luncheons and Business After Hours. In addition, they held more than 40 RIBBON CUTTINGS to promote new members and show them that Chamber members support Chamber members and do business with each other. Additional ribbon cuttings are scheduled before year-end.
- MEMBER APPRECIATION DAY was conducted by the Ambassadors, Board Members and other volunteers to let members know they are appreciated and to deliver the membership directories.
- The C.A.R.E. group of the Ambassadors contacted members six months into their membership year by phone and personal visits to encourage involvement.
- A total of 107 NEW MEMBERS joined the Chamber as of September 30. Some new members took advantage of the VALUE MEMBERSHIP, a package of discounted meetings and services.
- Orientation sessions for new members were held five times this year, drawing 92% of all new members.



Over 40 ribbon cuttings were held in 2011

Marketing

The **MARKETING** Division, chaired by Sandee Treptow, recognized members for their accomplishments, promoted the Chamber and increased its presence with the membership and the community.

- The Chamber's MEMBERSHIP DIRECTORY AND BUSINESS REFERRAL GUIDE was published in-house for the sixth year. The directories are being distributed not only through The Chamber office, but also by members in their places of business.
- New members were surveyed for expectations of membership when they first joined. Members were surveyed in October to gather information for the ANNUAL PLANNING RETREAT. The on-line SURVEY received 9% return.
- Four NEWSLETTERS were published and distributed to all Chamber representatives. Members had the opportunity to advertise to a very targeted audience.
- The Chamber's WEBSITE has been drawing in 3,500 visitors per month. The most popular page was the home page, followed by Dine HEB and About the Chamber. The website includes opportunities for members to publicize their business, post jobs, post coupons or member to member discounts and add events to the website calendar.
- Members received TUESDAY COMMUNICATIONS weekly by email, fax or mail to inform them of upcoming meetings, programs and new members. These communications also allow members to advertise inexpensively.
- The ANNUAL AWARDS GALA was held in September at the Hurst Conference Center and included opportunities for members to promote their products and services through sponsorships and the donation of auction items. Awards were presented to outstanding volunteers in The Chamber and the community, as well as to three exemplary businesses.



Annual Awards Gala