



Promoting Business for Over 50 Years

ANNUAL REPORT 2012

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

Adding value to the lives of our members leads to higher rates of renewals and a larger member base. This year we have been successful in member retention and our numbers are growing for the first time in several years.

Value for members has always been the focus of the HEB Chamber. During the past few years as the economy stalled, Chambers in general were faced with declining revenue and losing members. Your Chamber had to adopt some difficult budget reductions. In spite of that, the value focus never waived. We are now seeing membership growth as a result. We are also economically solid!

My biggest challenge in my year as Chairman was learning to pronounce the Mayor of Euleless' name correctly and remembering to let the sponsor speak at the luncheons. The great crew of volunteers who staff committees and the Board gave selflessly of their talents.

Especially exciting to me were the efforts supporting new members: the Ambassadors, the members who worked at the new member orientation breakfasts, and the late Bill Hurlbut, our Membership Chair. Thanks for making me look good.



Bill Lynch
2012 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

Bill Lynch, Chairman of the Board

Minuteman Press

Linda Caram, Immediate Past Chairman
AT&T

Deborah Paganelli, Chairman-Elect
Texas Health Harris Methodist Hospital HEB

Geoff Graham, Treasurer
Carter BloodCare

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*

Michael Delgado, DDS, MS, *Delgado Orthodontics*

Brent McIlvain, *Edward Jones*

Sandee Treptow, *Reliant Energy*

At-Large Members

Mary Jean Moloney, *Atmos Energy*

Tena Pitts, *Bell Helicopter*

BOARD OF DIRECTORS

Kimberly Ball, DOCUmentation

Rachel Branum, West Side Bank and Trust

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

Larry Darlage, Ph.D.,
Tarrant County College - Northeast Campus
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Jeff Fegan, DFW International Airport

Gary Fickes, Tarrant County Commissioner, Precinct 3

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Judith Kutler, Kaner Medical Group, PA

Michael Land, Forest Ridge Funeral Home

Micah Lane

LaKisha Miller,

Baylor Regional Medical Center at Grapevine

Jane Nelson, State Senator, District 12

Tony Pack, Five Star Ford

Travis Parker, Bank of Texas

Suzanne Paul, North East Mall

Don Perfect, ONCOR Electric Delivery

Tim Philpot, Preservation Financial, LLC

Jim Richardson, Foresight Computer Solutions

Mary Lib Saleh, City of Euless

Scott Sheppard, 6 Stones Mission Network

Howard Shotwell,
Coors Distributing Company of Fort Worth

Todd Smith, State Representative, District 92

Jay Stephens, American Air & Heat Company

Jim Story, City of Bedford

Richard Ward, City of Hurst

Tom Woodson, Supreme Lending

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 25 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. For the second year, the HEB Chamber had a joint luncheon with the Grapevine Chamber in July.
- There were four **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 groups averaged 8, 12 and 15 respectively.
- **SEMINARS** were held on social media, sales and business plans.
- The **BUSINESS REFERRAL WORKSHOPS** were held bimonthly to teach members how to use the opportunities provided by the Chamber to develop business relationships and grow their business.
- 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 115.



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 19. The 2012 class started in September and has 17 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 providing complimentary display tables at luncheons and email blasts for nonprofit members. In addition, the Chamber supported 6 Stones Mission Network's HEB ISD Backpack Program, CPR and Night of Wonder.



Leadership HEB class participants

Economic Development

To foster a business climate that encourages new businesses and retains existing businesses, the **ECONOMIC DEVELOPMENT** Division, chaired by Dr. Michael 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-three presenters covered 62 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 held meetings this year on issues of interest to the membership including education, healthcare and transportation. State Senator Kelly Hancock and State Representative Jonathan Stickland spoke to the Committee about the upcoming legislative session. The Chamber worked with the Coalition of Tarrant County Chambers of Commerce to draft position statements on issues and plan Tarrant County Days in Austin for 2012.
- The Chamber continued to promote the expansion and reconstruction of AIRPORT FREEWAY by attending meetings and hearings related to the project of the Regional Transportation Council, the North Central Texas Council of Governments, the Tarrant Regional Transportation Coalition and the Texas Department of Transportation.
- More than 500 people attended the EXPO where 85 members had exhibit booths along with sponsors who promoted their products and services. The event was held at the Hurst Conference Center.

Membership

The **MEMBERSHIP** Division, chaired by Michael Land, 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 43 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.



Over 40 ribbon cuttings were held in 2011

- 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 117 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.
- Orientations sessions for new members were held five times this year, drawing 93% of all new members.

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 seventh 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 September to gather information for the ANNUAL PLANNING RETREAT. The on-line SURVEY received 8% return.
- The Chamber's WEBSITE was redesigned to provide members easier access to information and event registration. 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 the CHAMBER CONNECTION weekly by email 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