



Promoting Business for Over 50 Years

2014 ANNUAL REPORT

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



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PROMOTING BUSINESSES & THE COMMUNITY

2014 Annual Report

A Message from the 2014 Chair

Congratulations to our active membership! The HEB Chamber's recent 4-Star Accreditation for excellence in chamber planning and performance by the US Chamber of Commerce validates the effectiveness we have in our community. This accreditation puts our chamber among the top three percent of chambers in the US. There are only 199 accredited Chambers in the country and only 26 total in Texas.

The wide array of programming continues to lend itself to building relationships. You can find members enjoying lunch hour at ribbon cuttings, hanging out with some of their closest friends at one of the four network groups, or enjoying great speakers at our monthly luncheons. Some of our large events that help keep us financially sound include our annual Awards Gala, Golf Classic at Texas Star Golf Course, and our Business Expo at Hurst Convention Center. This was also our inaugural year for The Young Entrepreneurs Academy (YEA!). This program develops our future leaders by bringing dynamic junior and high school students together with local business leaders as their mentors to put entrepreneurial ideas into action. Thank you to all the volunteer leaders who made these opportunities valuable.



It has been my honor to work with Mary Frazier and her staff along with an incredible Chamber board. We're all excited under new Chair Michael Land's leadership as we celebrate the Chamber's 60th anniversary in 2015.

-Brent McIlvain, 2014 Chairman of the Board

MISSION STATEMENT

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

VISION

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

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

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

2014 EXECUTIVE COMMITTEE

Brent McIlvain, Chairman of the Board

Debbie Paganelli, Immediate Past Chairman

Michael Land, Chairman-Elect

Geoff Graham, Secretary/Treasurer

Pete Benenati, Corporate Guidance Officer

Mary Martin Frazier, President & CEO

Edward Jones Investments

Texas Health HEB

Forest Ridge Funeral Home

Carter BloodCare

Benenati Law Firm, P.C.

HEB Chamber of Commerce

Division Chairmen

Marketing and Membership: **Kimberly Ball**, DOCUation North Texas

Business Development: **Darryl Day**, Day Real Estate

Community and Economic Development: **Steve Farco**, Mason-Dallas, Inc.

At-Large Members

Wes Harrison, Allen Samuels Dodge Chrysler Jeep Ram Hyundai

Michael Delgado, Delgado Orthodontics D.D.S., M.S.

2014 BOARD OF DIRECTORS

Astrid Bradley

Dynamic Business Solutions

Diane Hildreth

Republic Services

Don Perfect

ONCOR Electric Delivery

Reuben Brown

Commercial Bank of Texas

Tom Hingst

Hingst Enterprises

Jim Richardson

ForeSight Computer Solutions

Steve Chapman

HEB Independent School District

LaKisha Howard

Baylor Regional Medical Center at Grapevine

Scott Sheppard

6 Stones Mission Network

Margarita Conry

Wells Fargo Bank

Stacey Howard

North Hills Hospital

Howard Shotwell

R&D Associates, Inc.

Larry Darlage, Ph.D

Tarrant County College-Northeast Campus

Jennie Jones

Mary Kay

Lynn Stillman

Better Signs and Banners

Sean Donohue

DFW International Airport Board

Patty Marshall

Glint Advertising

Jonathan Stickland

State Representative, District 92

Gary Fickes

Tarrant County Commissioner, Precinct 3

Linda Martin

City of Euless

Jamie Tongate

Liberty Bank

Roger Fisher

Qualtex Incorporated

Mary Jean Moloney

Atmos Energy

JJ Calweti

Bell Helicopter, A Textron Company

Jim Griffin

City of Bedford

Travis Parker

First Financial Bank

Richard Ward

City of Hurst

Kelly Hancock

State Senator, District 9

Suzanne Paul

North East Mall

Glen Whitley

Tarrant County Judge

Donna Williams

Insurance of Mid-Cities Agency, Inc.

Business Development Division

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.



11 BUSINESS AFTER HOURS were held at member offices where the sponsors promoted their businesses to an average of **20** people. Two joint mixers were added with area chambers.

11 MEMBERSHIP LUNCHEONS were held, giving sponsors, new members and display table holders time to promote their businesses. Relevant, informational topics were discussed by guest speakers. For the fifth year, the HEB Chamber had a joint luncheon with the Grapevine Chamber in July.

3 LEADS GROUPS were held where members exchanged sales leads on a weekly basis.

SEMINARS & WORKSHOPS were held on business referrals, organizational skills, marketing, hiring employees, and LinkedIn.

80+ guests attended the annual **STAN'S CHILI CHALLENGE** in the Chamber parking lot.

"The HEB Chamber members constitute nearly 10% of our revenue, most of which can be attributed to the connections made in the Leads Group. With no weekly dues and a relatively inexpensive lunch, I can't imagine anything having a better ROI."

-Chris Coyle, Express Oil Change & Service Center



The annual **GOLF CLASSIC** was held at Texas Star Golf Course in Euless. **120** golfers had a great time and sponsors promoted their products and services.

The **STATE OF THE CITIES BREAKFAST** was held in September. The city managers of Hurst, Euless and Bedford each gave presentations to **100+** attendees.

“The 2014 Leadership Class has been an incredible experience for me personally. I’ve been able to see a unique perspective of what is going on behind the scenes in our area and I’ve been able to meet some amazing people who’ve become great friends along the way. Over all, the HEB Leadership experience was definitely a great investment for myself both personally and professionally, and I would highly recommend it to anyone considering participating in the future.”

- Bobby Carr, BB&T Bank Bedford



LEADERSHIP HEB, a nine-month program to identify and motivate emerging leaders, held informative meetings for the participants, and resulted in **17** graduates.

The **LEADERSHIP ALUMNI ASSOCIATION** congratulated the graduating class at a reception. Through their dues, the Alumni provided three 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.



Community Development Division

Through the **Community Development Division** chaired by Steve Farco, the HEB Chamber identified, educated and motivated emerging leaders for the Chamber and the community, and provided opportunities for involvement.

Economic Development Division

Through the Economic Development Division chaired by Steve Farco, the HEB Chamber fostered a business climate that encouraged new businesses and retained existing businesses.



The annual **CHAMBER EXPO** showcased the products and services of **85** Chamber members, in addition to sponsors, at the Hurst Conference Center in March.

The Chamber continued its partnership with the cities of Hurst, Euless and Bedford, as well as the HEB ISD in the **HEB ECONOMIC DEVELOPMENT FOUNDATION**. The Chamber's chairman and president participated in the Foundation's annual exhibit at the International Council of Shopping Centers in May.

The **WORKFORCE DEVELOPMENT COMMITTEE** continued supporting quality high school graduates by making presentations through Challenge By Choice, encouraging students to take high level courses. In total, **36** presenters covered **80** classes.

The **GOVERNMENTAL AFFAIRS COMMITTEE** researched issues that affected businesses and the community. Committee members developed position statements and organized two trips to Austin to voice business concerns during the 2015 Texas legislative session.

20+ CHAMBER LUNCH MOBS continued to encourage members to patronize restaurants affected by the re-construction of Airport Freeway.

The Chamber promoted **WATER CONSERVATION** by producing and distributing an information flyer with tips for reducing water consumption.

2014 was the inaugural year for the **YOUNG ENTREPRENEURS ACADEMY** (YEA!). The nine-month program guided students in junior high and high school through the process of starting a real business. Guest speakers, business mentors, and visits to local companies anchored the instruction around real-world applications and experiences.

Marketing and Membership Division

Through the Marketing and Membership Division chaired by Kimberly Ball, the HEB Chamber increased and strengthened the membership base and promoted the Chamber, as well as increased its presence within the membership and community. The division recognized members for their accomplishments in their businesses, the community and the Chamber.

The **AMBASSADORS** continued to welcome new members and greeted guests at both Membership Luncheons and Business After Hours. In addition, Ambassadors held **40+ RIBBON CUTTINGS**.

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.

MEMBER APPRECIATION DAY was conducted by the Ambassadors, Board Members and other volunteers to let members know they are valued and to deliver the membership directories.

123 NEW MEMBERS joined the Chamber in 2014.

83 new members attended the five **NEW MEMBER ORIENTATION** sessions held during the year.

The Chamber's **MEMBERSHIP DIRECTORY AND BUSINESS REFERRAL GUIDE** was available in print and in "flip book" format on the website.

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 Chamber's **WEBSITE** continued to provide members easier access to information and event registration. The website offered opportunities for members to publicize their businesses, post jobs, post coupons, member-to-member discounts, and add events to the website calendar.

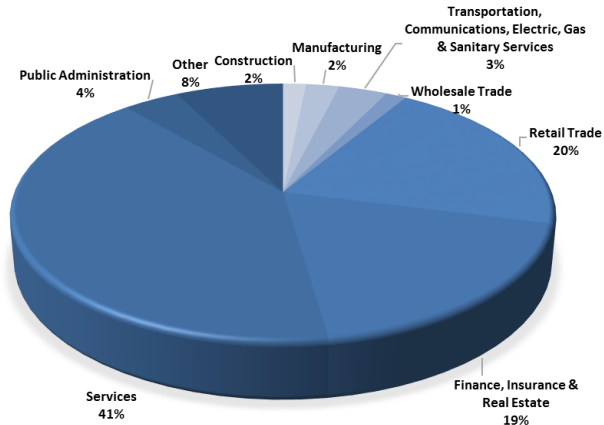
Members received **CHAMBER CONNECTION**, a weekly e-newsletter to inform them of upcoming meetings, programs and news about members.

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.

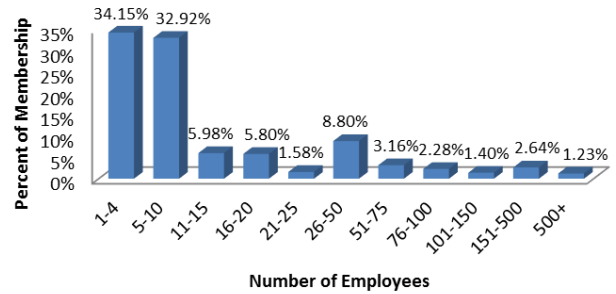


CHAMBER STATISTICS

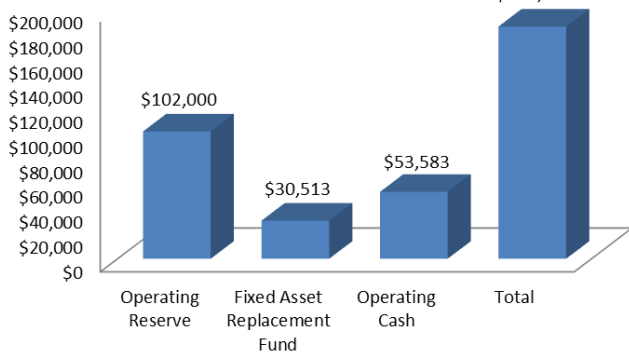
MEMBERSHIP BY INDUSTRY



PERCENT OF MEMBERSHIP BY SIZE OF BUSINESS



RESERVE STATUS



REVENUES BY CATEGORIES

