



2017 Annual Report

Status as of 12/15/17

~Executive Committee~

Chair: Lisa Hayworth, *Randolph County Partnership for Children*

Chair-Elect: David Blalock, *Express Employment Professionals*

Vice-Chair: Luke Hollingsworth, *Holly Ridge Golf Links*

Division Chairs:

Economic Development: Randy McNeill, *Davis-Martin-Powell*

Membership Development: Teena Scott, *Pinnacle Financial Partners*

Special Events: Matt Shaw, *Archdale Public Library*

Secretary: Amber Scarlett, *Heart of NC Visitors Bureau*

Treasurer: Betsy Lowder, *United Way of Greater High Point*

Triad Liaison: Darrell Frye, *Randolph County Commissioners*

Past Chair: Randy McNeill, *Davis-Martin-Powell*

~Board of Directors~

Angie Hamilton, *Trinity Furniture* **Karen Allred**, *Allred & Company Realtors*

Joan Rotramel, *A Therapeutic Touch* **Bill Foster**, *Randolph County Farm Bureau*

Dr. Mike Sink *Guil-Rand Veterinary Hospital* **Mayor Bert Lance-Stone**, *City of Archdale*

Dr. Rick Escajeda, *Cornerstone Family Medicine* **Amanda Baker**, *Fairfield Inn & Suites*

Jeff Gerlock, *Blue Ridge Geological* **Kent Beck**, *Nationwide Insurance*

Bonnie Rutrough, *Walmart Neighborhood Market* **Mayor Jesse Hill**, *City of Trinity*

Carol Lockhart, *North State* **Steve Ilderton**, *Ilderton Dodge Chrysler Jeep*

Marty Heim, *Marty Designs* **Kyle Farson**, *1st National Pawn*

Hal Surratt, *Hal Surratt CPA*, **Brian Cox**, *Guil-Rand Fire Protective Association*

Jane Murphy, *Novant Health* **Jimmy Hill**, *Blind Pig Taproom*

Debbie Prince, *City Transfer & Storage* **Jocelyn Moon**, *Archdale Parks & Rec*

Mission:

We are a membership organization that serves as the voice of business and enhances economic opportunities which foster a sustainable community

Vision:

To be the business resource of choice for its members and the community

Community Development

Division Chair: Staff

Mission: To develop programs and services that provide personal and corporate growth and address issues facing our community.

Education

Chairperson: Misty Wolfe

**Evaluate, monitor and support community educational systems*Host Reality Store for Middle School*Serve as liaison between schools and community college to communicate workforce needs*Attend Board Of Education Meetings*Host principals luncheon* Support State FBLA & DECA conventions*Host Student-Member Business Before Hours for High Schools
*Provide gift bags for new educators *Deliver doughnuts to teachers & childcare workers on end of school workdays*

Co-hosted Reality Store and reached 403 students with 30 volunteers; BOD & Staff attend Board of Education meetings; hosted Student-Member Business Before Hours with 55 students & 17 members; delivered 79 dozen doughnuts to teachers; delivered 61 new Teacher Gift Bags; Hosted Principals Luncheon with 15 attending

Government Relations

Chairperson: Lorie McCroskey

**Be perceived as voice of business*Host lunch with Lawmakers *Host Trinity City Council forum * Assist in development of Randolph County Legislative Agenda*Maintain a high-profile presence at local government/community meetings *Monitor/communicate/act on local state, and federal issues which impact business*

Hosted Lunch w/Lawmakers w/ 30 attendees; volunteers & staff attend city council meetings; staff attended both city retreats; staff wrote letter of support for Archdale park grant; lobbied for new middle school & passed resolution in support; held virtual forum via A-T News for Trinity City Council

Membership Development

Division Chair: Teena Scott

Mission: To preserve existing jobs and sustain job growth in the Archdale-Trinity Community by developing membership, increasing benefits and improving services

Membership Development Committee Chairpersons: Steve Ilderton & TBD

** Develop structured recruitment plan *Support Board of Directors in monthly retention calls.
*Recruit 30 new members *Involve all committee members in recruitment*

Recruited 20 new members; restructured monthly retention calls; 89.8% retention rate

Member Services**Chairperson: Staff**

**Promote & conduct monthly Coffee & Conversations*Offer quarterly BAH
*Offer Shred Event *Offer Quarterly Lunch & Learns*

*Hosted 11 C & C with 233 in attendance; offered 4 BAH with 180 combined attendance; offered
Social Media Lunch & Learn with 22 attendees; assisted with 7 ribbon cuttings;
partnered with RCC and Chamber Tourism Cmte to host License To Serve as
C & C and seminar with 7 attending*

Workplace Wellness**Chairperson: Lisa Hayworth**

**Develop programs that assist members with providing healthy workplaces *Offer a step-
challenge in Fall of 2017 * Offer a weight-loss challenge in 1st Quarter 2017 * Develop/launch
pilot project for engaging chamber members in providing healthy vending options to employees
*Maintain tab on website to provide wellness information for members
ECHO CHALLENGE completed w/ 7 teams & 50 participants*

ATTUNE**Chairpersons: Mark Grantham**

**Grow membership by 50% *Host 4 recruitment events*Increase awareness of program *Assist
with chamber member recruitment*

*Hosted 1 BAH and 1 Coffee & Conversation; group stuffed 175 relocation packets that
were distributed to new homeowners in the area*

Economic Development

Division Chair: Randy McNeill

*Mission: to develop programs that enhance the Archdale-Trinity community by
providing commercial and retail growth and help bring new jobs to the community*

Economic Development Committee**Chairperson: Randy McNeill**

**Maintain/monitor website to accommodate developer needs*Assist R/C EDC *Serve as liaison
between cities and economic development professionals*Monitor transportation issues
Host Realtor/Developer Breakfast

*Hosted Realtor/Developer Breakfast with 15 attendees; hosted reception for new
SBC Director with 12 attendees*

Tourism Development Committee**Chairperson: Amber Scarlett**

**Collaborate with area events/attractions to expand visibility of community *Support THS
Academy of Hospitality and Tourism*Develop new events to bring in tourists*Offer Customer
Service seminar annually *Revise Tourism Brochure to include coupons and produce annually
*Support merchant community *Host Junior Golf Tournament * Grow Committee & diversify
industry participation*

*Hosted successful Jr. Golf Tournament with 74 golfers: Cmte members served on THS
Hospitality Academy judging panels; plan in development for customer service seminar; grew &
diversified committee; worked with RCC & local historians
to develop local history classes; assisted with revision of A-T Tourism map; partnered with
Member Services Cmte to host License To Serve C & C and seminar*

Special Events

Division Chair: Matt Shaw

Mission: to provide events that enhance chamber membership, improve the quality of life of the community, and promote Tourism

Bush Hill Festival

Chairpersons: Matt Shaw

**Constantly monitor/evaluate events/vendors/location for improvement*Increase marketing efforts/strategies*Grow vendors & sponsorship revenues by 15%*Educate vendors about health & safety issues *Improve activity in Children's Areas*

Held successful/safe event; approx 170 vendors (+13%); increased sponsorship (+8%); added inflatables to children's area

Golf Tournament

Chairperson: Walter Stanley

**Conduct annual event and grow participation and sponsorships
Hosted successful golf tournament with 76 golfers (29% decrease);
sponsorships decreased by 52%*

Reverse Raffle

Chairperson: Jane Murphy

**Evaluate event to increase participation and revenue
Hosted successful event with 101 tix sold (25% decrease) & 146 attendees (11% decrease)*

Executive Division

Division Chair: Luke Hollingsworth

To evaluate procedures, policies, and organizational structure of the chamber and maintain the financial stability of the organization

Executive Committee will have oversight of

- **Staffing**

**Complete procedures manual*Evaluate staff benefits & responsibilities
Develop new staff evaluation tool

- **Facilities**

**Evaluate facility needs annually*

- **Nominating of Directors/Officers**

**Annually analyze composition of board and recruit directors to reflect a balanced representation of the community and membership*

**Conduct new board members orientation
New board member orientation completed*

- **Strategic Planning**

**Develop new Strategic Plan*Develop disaster/recovery plan*

- **Resource Development**
 **Develop opportunities to increase chamber resources*
- **Annual Meeting**
 **Plan/promote 35th Anniversary Celebration*
 Hosted event with 137 attendees (11% decrease)
- **President Evaluation**
 **Annually evaluate chamber president, benefits, & responsibilities*

Awards Committee

Chairperson: David Blalock

**Annually review/evaluate awards nominating and selection procedures and make recommendations for change*Annually conduct awards program*Identify strategies to increase participation*
Presented 8 awards; debuted Lifetime Achievement Award; evaluated program and defined new procedures

Finance Committee

Chairperson: Betsy Lowder

**Develop annual budget*Oversee financial operations of the chamber*Create a financial plan*

Technology Committee

Chairperson: John Harrison

**Maintain oversight of website*Implement off-site file storage/back-up through Office 365*
**Research/implement mobile payment options *Oversee office software/hardware needs*
**Develop hardware contingency plan *Expand Social Media training for staff*
Implemented mobile payment options at events; secured staff training in social media; purchased new computer; upgraded membership software.

Marketing Committee

Chairperson: Jane Murphy

**Work with committees to enhance marketing for their programs/event*
**Expand Social Media presence*
Staff more aggressive in social media posting