



## 2018 Program of Work and 2017 Annual Report

### 2018 President Dana Cochran A Compass for the Future



I am grateful to be granted the opportunity to serve our chamber this year with the theme—"A Compass For The Future." Together, we can shape the future for our community, not just adapt to it.

We have an aggressive program of work for the year ahead. In community development, we plan to expand our young professional's group by adding mentors. We also have much to do in economic development; we will support the city in adopting a vision and will create an image committee to begin to tell our own story – Dunn's success stories. And finally, in Education, we will promote the new STEM Academy, focus on children at risk and on workforce development issues. We realize the value of growth and the importance of fostering it for our city, our county and beyond. We need you to partner with us, encourage us and identify key players to make our community even better. We have a shared emotion and commitment to do the best we all can to better and grow something we love – our All America City.

We have accomplished so much and we have unlimited potential for the coming year and beyond. Our community, our schools, our economy, our children, our employees, our businesses, our families are counting on us. I look forward to working with all of you.

### 2017 Report to the Membership—Meredith Bradham



2017 has been another full year of success for the Dunn Chamber, as we have endeavored to fulfill our mission of representing our businesses and industries, and ensuring an excellent place to work and live. We began the year with a dual commitment – to look inward with the help of a consultant for a review of the chamber in order to maximize value to our membership, and secondly, to strengthen our bonds with our community partners. I am pleased to report success in both areas.

The results of the consultant's study revealed we are a dynamic, financially stable chamber providing great value to our members through our programs. We received high marks on our efforts, and emerged with direction on the most important areas of focus for our membership, to include: education and workforce development, our city's image, and business development and growth. These topics immediately were incorporated into

discussions of how we can provide additional support in these areas, and are highlighted in our program of work for 2018.

Our second commitment was fulfilled through additional quality networking opportunities and continued positive communication with the City and other community partners. One exciting product of our relationship with the City is on the horizon: the creation of a Vision for Dunn. The DACC continues to be a leader in terms of progress through partnerships.

Many thanks are owed to Tammy, Heather, and Nancy for their professionalism and passion for our mission, and for their support for the volunteer leadership within the chamber. It has been a true pleasure and an honor to serve as President this year.

#### Mission Statement of the Dunn Area Chamber of Commerce

To represent business and industry, working together to advance the economic growth, well being and quality of life of its members and the community.

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# A Compass for the Future



## President Dana Cochran

- Board of Directors
- Presidents Club Breakfast



## President Elect Renee Jackson

- Celebration Fundraiser
- Planning Retreat



## VP Finance Matthew Smith

- Budget
- Investments
- Insurance
- Financial Status/Reporting
- Chamber Champions Sponsorship Program
- Enhanced Listings



## VP Economic Development Rodney Stewart

- Economic Development—Vision for Dunn, Business Resource Guide, Dunn Image Task Force
- Business Impact Member Meetings, Candidates Forums, National Visits
- Web Site—Demographics
- Maintain and Grow Partnerships
- Be a Voice for Business



## VP Education Rob Jones

- Education Committee
- Golden Apples—Good News about Schools and Teacher Awards
- Reports/Information to members
- Promote & support Dunn PAL, Harnett County Business Education Partnership,
- Promote Campbell University, Central Carolina Community College, Dunn Middle School STEM Academy and Harnett County Early College



## VP Membership & Organizational Development Lee Honeycutt

- Ambassadors Club/ Ambassador Elite Team
- New Member Orientations
- Ribbon Cuttings
- Business Fest
- Operation Thank You
- Recruitment/Retention
- Business of the Week
- Membership Communication/Promotions
- Annual Membership and Awards Banquet
- Chamber ConneX Networking Events

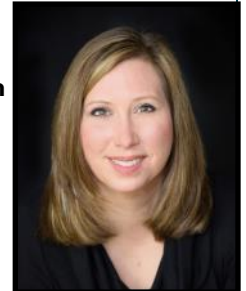


## VP Community Development Brian Stewart

- Boogie on Broad Concert Series
- Beautification & Image
- Golf Tournament
- Business Promotions—Campbell Street Fair, Shop Local First, Welcome Home to Dunn
- Community Calendar
- Chamber Seminars
- Social Media Promotions
- Young Professionals—First Thursday Networking Coffee, Successful Business Leaders Forum, Networking and Service Projects, Mentors



## Immediate Past President Meredith Bradham



*“The best way to predict the future is to create it.”*

*~ Abraham Lincoln*

### 2018 Board of Directors

Term ending 2020: Karl Bauer, Kathy Blackmon, Lee Malone, Felicia Myers, Gina Warren

Term Ending 2019: Dru Campbell, Edith Elmore, Kathy Pope, Ryan Ray, Hope Tyndall

Term Ending 2018: Pam Faircloth, Lucia Turlington, Rodney Warren, Don Wood

At-Large: Gary Peacock, Melissa Redman, Terry Whittenton

Ex-officio: Steven Neuschafer, City of Dunn; Mayor Oscar Harris, General Lee Commission; Abe Elmore, Harnett County Commissioner; Kim Schmidlin, Dunn Area Tourism Authority; Campbell University representative; Vivian Bennett and Bill Morris, Harnett County Board of Education

## Membership & Organizational Development—Vice President Gina Warren

- Ambassadors Club & Ambassador Elite Team—More than 40 volunteers—GREAT attendance at Ribbon Cuttings and other functions—Monthly Meetings—Ambassadors of the month and quarter
- 14 Ribbon Cuttings, 1 Grand Re-Opening, 1 Business After Hours & 1 Special Celebration
- New Members for 2017 – 34
- Current Membership – 418
- Retention Rate 2017 – 91.5%
- 2017-2018 Membership Directory & Buyers Guide
- Operation Thank You in July
- Free Business Listing on Chamber website
- New Member Orientation held in August
- Presented to 48 members as Business of the Week

- 2017 Membership Survey results 95% found the Newsletter beneficial; and 72% found the Membership Directory beneficial
- 2018 Annual Membership and Awards Banquet—January 30, 2018—Membership Meeting, Networking, Awards and Special Recognitions
- Family Medical Supply Business Fest—26th Annual Business Expo was a tremendous success with 65 exhibitors and nearly 1,000 spectators—expanded awards for Booth Contest



## Economic Development—Vice President Rodney Stewart

- Updated Demographics and Chamber’s Website, including commercial properties
- Had a representative on both the Dunn Area Tourism Authority board and Dunn Downtown Development Corporation board
- Implemented Business Impact luncheons—held County Perspective in March; Congressman George Holding in May; City Perspective in August; Schools and Workforce Update and Healthcare Forum, both in October
- Publicized I-95 proposed changes, displayed maps, sent letter of concern to NCDOT, and attended special meeting in Fayetteville to discuss concerns
- State Legislature Visit with Senator Ronald Rabin and Representative David Lewis

- Attended quarterly meetings with other Harnett County Chambers of Commerce

### Special Highlights for 2017

- Steven Neuschafer announced as City Manager
- Charles “Chuck” West III, swore in as Police Chief
- Belk remodeling
- Downtown Dunn acceptance into Main Street program
- Campbell University Health Center opens in Dunn
- 2017 Dixie Softball Angels (10U) Traditional World Series Champions



## Finance—Vice President Matthew Smith

The Chamber receives about 44% of its finances in the form of Membership Dues, so the Board of Directors and Chamber staff had to be creative in making sure the Chamber continues to operate on a balanced budget.

I am happy to report that once again, your chamber finished the year in good financial standing. A large part of this success is due to the Chamber Champions program, which generated more than \$65,000 in sponsorships in 2017. The Chamber also had many other sponsors to help make 2017 a success. Thank you to our membership and community who faithfully support the Chamber’s efforts!



Thomas Drug Store, Inc.  
 Bradham Chiropractic Clinic, PA  
 Oscar N. Harris & Associates, PA

**Special Thanks to our 2017 Chamber Champions!**

## Community Development—Vice President Felicia Myers

- Business Promotions—Campbell Street Fair, "Shop Local First", Small Business Saturday and CUSOM Student Day
- Promoted Triangle South Enterprise Center and CCCC—Small Business Assistance Center classes and seminars
- Beautification & Image—Chairman Edith Elmore Presented 8 Beautification Awards; Clean Up Day in June with nearly 80 volunteers
- Boogie on Broad Concert Series presented by Dunn Area Tourism Authority—Chairman Butch Halpin—Coordinated and Promoted 3 free concerts by Liverpool; Too Much Sylvia and The Catalinas
- Welcome Home to Dunn Program for new residents
- Transferred Dunn Chamber Facebook to an Organizational page to maximize marketing efforts
- Held 6 Chamber Lunch Box events
- Transitioned Third Tuesday Talks to Chamber ConneX Networking—held 9 events
- Office Value Golf Classic—Chairman Jonathan Murphy—Coordinated 11th annual Golf Fundraiser which was held in May at Chicora Golf Club
- Young Professionals Group—Fifth Annual Successful Business Leaders Forum featured Joyce McLamb; Linda Hayes, and Abe Elmore in April; held monthly First Thursday Networking Coffee; Established a monthly "YP E-News" including a Young Professional of the Month



## Education—Vice President Rob Jones

- Education Committee—Worked with Harnett County Schools and Dunn Advisory Boards to open dialog and discuss pertinent issues related to Dunn area schools, including the socio-economic and minority disparity that continues to impact teacher turnover, student achievement and local economy
- Published 9 "Golden Apples—Good News About Our Schools"
- Presented 17 Golden Apple Awards to Dunn area teachers
- Presented 22 new Harnett County teachers with special "Welcome Home to Dunn" Bags at Harnett Primary, Wayne Avenue and Dunn Middle Schools
- Supported and promoted Readers are Leaders; Freshmen Report Card Conferences and Freshmen Interviews
- Supported and promoted efforts of the Harnett County Business Education Partnership
- Partnered with Economic Development to offer the Schools and Workforce Update with Dr. Aaron Fleming and Lynn Hartley, CTE program Director



### Special Highlights for 2017

- Dr. Aaron Fleming named Harnett County Schools Superintendent
- Catherine Jones named Principal of Harnett Primary
- Dual Immersion program at Harnett Primary
- STEM Academy announced for Dunn Middle School for 2018/2019 School year

## President Elect Dana Cochran

- Executive Planning Retreat in October
- Coordinated Christmas Celebration & Auction presented by Gray Metal South—event included special tribute to Veterans, Taste of Dunn Raffle, Bead Game, Pick-A-Present Raffle, and Keep Smiling Photo Booth—funds raised assisted the Chamber in achieving an aggressive Program of Work
- Presidents Club meeting held in August—hosted by President Meredith Bradham
- Hired Consultant Chuck Ewart to review Chamber, held Focus Groups with members, Board of Directors and staff. Recommendations are being implemented.



Dunn Area  
Chamber of Commerce Staff  
pictured at the Ambassadors Club  
Christmas Meeting in December 2017

Executive Vice President—Tammy Williams (center)  
Executive Assistant—Heather Lawson (left)  
Office Assistant—Nancy Wright (right)

