

## 2020 Program of Work and 2019 Annual Report

### 2020 President Rob Jones “20/20 Vision”



It is my honor to serve as your President of the Dunn Area Chamber of Commerce for the upcoming year. With the beginning of a new decade, our theme this year will be – “20/20 Vision.” We hope to focus in on the future of the Chamber and where we want to be by the end of this decade.

This year we will look to revamp some of the programs that have become outdated, and bring in a fresh look to the Chamber’s Program of Work. The Chamber’s Economic Development Team is excited to work with the Mayor, City Council and community stakeholders, in helping to develop a Vision Process for the City of Dunn. This will establish a path to follow when we are looking at the economic growth of the surrounding Dunn Area. In Education, we will continue to support our Dunn schools. We will promote the existing Career Lab at Dunn Middle School and look forward to seeing new technology labs open at Harnett Primary and Wayne Avenue schools. In Community Development, we look forward to taking over the Dunn Christmas Parade and expanding on the success it has shown over the decades. And finally, in Membership & Organizational Development will be revamping Business Fest with a new event to possibly start in 2021, and developing plans for a future Women in Business event.

2020 will be a year of change and yet excitement for our members and Board. I look forward to working with each and every one of you as we focus in on what the Chamber stands for and the excitement of where the Dunn Area Chamber of Commerce will be at the end of this decade. I am ready for the ride! **Are YOU?**



### 2019 Report to the Membership—Renee Jackson

The year that ended the past decade was spent cultivating a vision for the first year of a new decade- 2020!

In 2019 we embraced change! Our new staff, our executive officers and our board got right to work prioritizing our membership’s needs and fostering growth within the Dunn Area Chamber of Commerce. The Chamber’s economic development team continues to work with the City of Dunn on the Vision Process, all while keeping our commitment to strong and meaningful relationships with our membership, education sector, and community. The Dunn Chamber is committed to progress even amid changes.

Finally, being the President of the Dunn Area Chamber of Commerce has been an amazing opportunity. Attending ribbon cuttings, hearing about an owner’s “why” and specifically “why Dunn” is always rewarding. The ability to give back to my community through serving as Chamber President is a serious responsibility that I have not taken lightly. The opportunity to serve the members of the Dunn Chamber will always be a highlight of my life. I am beyond thankful for the unwavering support of the Board of Directors, officers and fabulous staff. Although my year as chamber president comes to a close, my commitment to serve is as strong as ever. And, I am ready!

# 2020 PROGRAM OF WORK—OFFICERS & DIRECTORS

## "20/20 Vision"

**President  
Rob Jones**  
Nationwide  
Insurance—  
Rob Jones Agency

- Board of Directors
- Presidents Club Breakfast



**President Elect  
Rodney Stewart**  
Tristar Insurance  
Services, LLC

- Oyster Roast
- Planning Retreat



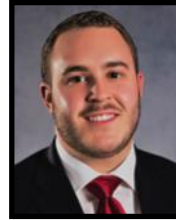
**VP Finance  
Matthew Smith**  
TRP Sumner PLLC

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



**VP Economic  
Development  
Bryant Pope**  
First Federal Bank

- Economic Development—Vision Committee
- Business Impact Member Meetings, Candidates Forums, National Visits
- Web Site—Demographics
- Maintain and Grow Partnerships
- Be a Voice for Business



**VP Education  
Hope Tyndall**  
Alton R. Gower, Jr. CPA, PA

- 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**  
H4 Insurance Service LLC

- Ambassadors Club/ Ambassador Elite Team
- New Member Orientation and Chamber 101
- Ribbon Cuttings
- Operation Thank You
- Recruitment/Retention
- Business of the Week
- Member Communication/Promotions
- Annual Membership & Awards Banquet



**VP Community  
Development  
Wesley Johnson**  
TEcHconfidence

- Concert Series
- Golf Tournament\
- Christmas Parade
- Business Promotions—Shop Local First, Welcome Home to Dunn
- Community Calendar
- Chamber Seminars
- Social Media Promotions
- Young Professionals—First Thursday Networking Coffee, Successful Business Leaders Forum



**Immediate  
Past President  
Renee Jackson**  
Jernigan's



Dunn Area Chamber of Commerce Staff



Heather Lawson,  
Executive Vice  
President



Felicia Myers,  
Executive Assistant

*"Vision without action is merely a dream. Action without vision just passes the time. Vision with action can change the world."*

*Joel A. Barker*

### 2020 Board of Directors

*Term Ending 2022:* Emmett Aldredge, Arc 3 Gases; Pat Fitzgerald, FB Wealth Management; Douglas Godwin, Elmore Realty & Builders; Edith Mancuso, Moody Dunbar Inc.; Mari-inetta Pavlic, Triangle South Enterprise Center

*Term Ending 2021:* Lee Honeycutt; Wesley Johnson; Matthew Smith; Rodney Stewart; Hope Tyndall

*Term Ending 2020:* Kathy Blackmon, Thomas Drug Store; Howard Dudley, First Presbyterian Church; Rob Jones; Bryant Pope; Gina Warren, Warren Eye Care

Directors At-Large: Trent Carpenter, First Citizens Bank; Kate Smith, Re/Max One Realty-The April Stephens Team

Ex-officio: Steven Neuschafer, City of Dunn; Oscar Harris, General William C. Lee Memorial Commission; Billy Tart, Dunn Area Tourism Authority; Somer Johnson, Campbell University; Renee Jackson, Immediate Past President

# Dunn Area Chamber of Commerce 2019 ANNUAL REPORT

## ★ STRATEGIES

### PROMOTE

Actively promote member businesses and partnering community organizations



### CONNECT

Provide networking opportunities for members to build business connections



### EDUCATE

Provide access to essential business resources and professional development opportunities



### ADVOCATE

Provide advocacy on behalf of business



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

## 2019 PROGRAM OUTCOMES

### Membership & Organizational Development

- ⇒ Ambassadors Club and Ambassador Elite Team
- ⇒ New Member Orientation, in February
- ⇒ 2019-2020 Membership Directory and Buyers Guide distributed during Operation Thank You, in July
- ⇒ Chamber 101, in August
- ⇒ Family Medical Supply Business Fest—28th Annual Business Expo, in September
- ⇒ Chamber ConneX Networking Events throughout the year

### Education

- ⇒ Education Committee worked with Harnett County Schools and the Dunn Advisory Boards to continue to discuss pertinent issues related to Dunn area schools
- ⇒ Promoted and supported Dunn School events—Readers are Leaders at Harnett Primary; Freshmen Report Card Conferences at Triton High; Capturing Kids' Hearts; and Dunn Schools Kick Off
- ⇒ Support and promote efforts of the Harnett County Business Education Partnership, Campbell University and Central Carolina Community College

### Economic Development

- ⇒ Business Impact Luncheons—Harnett County Update, in March; NC Legislatures, in April; City Perspective, in August; Meet the Candidates, in September
- ⇒ Implemented Dunn Vision Group in partnership with City of Dunn
- ⇒ Roundtable discussions with Schools, and Realtors & Lenders
- ⇒ Continued to support Main Street program













### Community Development

- ⇒ Boogie on Broad Concert Series presented by Dunn Area Tourism Authority— Too Much Sylvia, in April; The North Tower Band, in May; and The Band of Oz, in October
- ⇒ Office Value Golf Classic and 2nd Annual Ball Drop, in May
- ⇒ 7th Annual Successful Business Leaders Forum featuring Jamie Adkins, Broad Street Deli and Market; Bozie Tart, Tart & Tart, Inc.; and Emmett Aldredge, Arc 3 Gases, in April
- ⇒ Young Professional Third Thursday Networking Coffees
- ⇒ Promoted Triangle South Enterprise Center/CCCC Small Business Assistance Center seminars and webinars; Partnered to hold Business Success Seminars

### President/President Elect

- ⇒ Second Annual Oyster Roast-Chamber Fundraiser, in October
- ⇒ Annual breakfast for Presidents Club, in August
- ⇒ Executive Planning Retreat, in October

# 2019 BY THE NUMBERS

	<b>31</b>	New Members in 2019		<b>19</b>	Golden Apple Awards presented to teachers
	<b>36</b>	Ambassadors Club/ Ambassador Elite Team		<b>23</b>	Welcome to Dunn New Teacher Gifts
	<b>394</b>	Current Membership		<b>44.6</b>	Percentage of Budget from Membership Dues
	<b>94.8</b>	Retention Rate— percentage		<b>71K</b>	Chamber Champions sponsorship dollars
	<b>48</b>	Businesses of the Week		<b>1,038</b>	New Likes on the Dunn Chamber Facebook page
	<b>13</b>	Ribbon Cuttings and Grand Openings		<b>2</b>	New Executive Vice President and Executive Assistant

## 2020 PRIORITIES, GOALS AND OBJECTIVES

- ◇ Focus on the Vision—create and implement a long range plan for the growth and economic development of the City of Dunn
- ◇ Redesign Business Expo for 2021—create an event with more benefit for members and business community
- ◇ Coordinated and present the Dunn Chamber Christmas Parade in 2020
- ◇ Create cohesive and consistent branding throughout events—Dunn Chamber Concert Series, Dunn Chamber Oyster Roast, Dunn Chamber Christmas Parade, etc.
- ◇ Grow our Education efforts in an effort to be a better partner to our local area schools, teachers and students
- ◇ Continue to provide a varied and robust program of work to the benefit of our Members
- ◇ Continue to foster and grow the long standing and established relationships and partnerships with the City of Dunn, Dunn Area Tourism Authority, Harnett County Government and area Chambers of Commerce's



**Special Thanks to our 2019 Chamber Champions!**

Thomas Drug Store, Inc.      Bradham Chiropractic Clinic, PA  
Carolina Fire Protection, Inc.