

where business matters

2011 Officers

Kim Schmidlin, President
 Clint Stanley, President Elect
 Hope Tyndall, Vice President
 Finance
 Terry Whittenton, Vice President
 Membership Development
 Renee Jackson—Vice President
 Organizational Development
 Pat Fitzgerald, Vice President
 Community Development
 William Elmore—Vice President
 Economic Development
 Heather Williams, Vice President
 Education
 Brad Heath VP Public &
 Governmental Affairs
 Bill Lasater, Immediate Past
 President
 Tammy Williams, Executive Vice
 President

2011 Board of Directors

Term Ending 2013: Barbara
 Abney, Christian LaMirand, Jerry
 Lewis, Steven Neuschafer John
 Snipes

Term Ending 2012: Jeffrey Dunn,
 Barry Kelly, Shelley Tinsley,
 Pamela Williams, Eric Young

Term Ending 2011: Blaine
 Everhart, John Godwin, Rhett
 Raynor, Jeffrey Surles, Kathryn
 Tart

Ex-officio: Mayor Oscar Harris,
 Hoover Adams-Lee
 Commission, Harnett Co.
 Commissioner Gary House,
 Billy Tart—Tourism Authority,
 Jerry Wood—Campbell
 University, Vivian Bennett and
 Billy B. Tart-Harnett Board of
 Education

2011 President Kim Schmidlin Building a Brighter Tomorrow— One Partnership at a Time

2010 was a very successful year under the leadership of Chamber President Bill Lasater along with the help of the Executive Committee, Board of Directors, Ambassadors, Tammy Williams, Brittany Coburn and all of our dedicated members and volunteers. I appreciate each of you and your contributions to making our chamber such a great success!



The 2011 Program of Work has been set and our goal is to "build a brighter tomorrow - one partnership at a time." The Executive Committee set our objectives for 2011 with the desire to have a positive impact on the business community and citizens of Dunn. Our goals demonstrate our desire to have a working relationship with our city and other organizations to see Dunn continue to be progressive in its economic growth. We also value our partnership with the community - desiring above all to improve the quality of life for our chamber members and the citizens of Dunn.

I invite each of you to partner with our Executive Committee, Board of Directors, and staff in making our Program of Work a reality. As individuals we can only accomplish the work of one, but together, we will meet the challenges of 2011 and work toward leading our Chamber and city to "Building a Brighter Tomorrow - One Partnership at a Time.

2010 Report to the Membership—Bill Lasater

Fellow members, this has been another successful year for the Dunn Area Chamber of Commerce. There have been many accomplishments from each area of our 2010 Program of Work. I invite each of you to read about all of these achievements in this year's annual report.

Our success can be attributed to all of you who have contributed your time and resources to support the chamber and our work this year. Our theme for 2010 was "Working Together for a Better Tomorrow". By doing just that, I am confident our work has had a positive impact on our community and will continue to do so in the future.



Thank you to our Executive Committee, Board of Directors, Ambassadors, Volunteers and the entire membership for the opportunity to serve as your President this year. A very special thank you to Tammy Williams and Brittany Coburn for the great job you do for the chamber and for making my job easy. I sincerely thank everyone for your support.

**We were created for more than just average.
 Today is a new day and there are new heights for us to climb.**

Joel Osteen

2011 Program of Work

Christmas Gala & Auction

President Elect—Clint Stanley

Christmas Gala – Coordinate and Plan Christmas Gala and Auction; Attend Dunn Area Tourism Authority meetings.



Finance – Hope Tyndall

Budget – Preparation, Presentation to the Board and Maintenance of a Balance Budget

Investments

Financial Status – Review monthly financial statements and present to the board. Assist CPA with Annual Compilation

Insurance Policy – Review chamber insurance policies to make sure they are adequate.



Membership Development – Terry Whittenton

Ambassadors Program—Goodwill Arm of the Chamber—Monthly Meetings—Expand Role

New Member Orientation—1 a year

Ribbon Cuttings

Membership Drive

Business After Hours



Organizational Development – Renee Jackson

2012 Annual Banquet

Boogie on Broad Concert Series

Business Fest 2011

Golf Tournament



Education Development – Heather Williams

Tutor Program at Harnett Primary School

Education Committee for Dunn Area Schools

Workforce Development—Continue to work with and support the activities of the Harnett County Business Education Partnership



Community Development – Pat Fitzgerald

Business Promotions Committee—Special Marketing Promotions, Welcome Home to Dunn—Campbell University Relations/Street Fair, Chamber's Facebook page and Shop Local Campaign



Beautification and Image - Work to enhance image and appearance of Dunn—Present Beautification Awards—Promote Recycling—Investigate an Arts Project.

Young Professionals Association—Establish a determined path for starting the program.

Public & Governmental Affairs – Brad Heath

Governmental Affairs —Coordinate Timely informational meetings, special speakers, monitors reports—Strive to be the Voice for Business in the Dunn Area.



Host Receptions and Events

Local, State and National Government Relations

Candidates' Forums

Economic Development – William Elmore

Economic Development Team— Relationships—Support—Explore New Relationships—Monitor BRAC

Images of Harnett County

Dunn Area Marketing—Implement programs to better market the Dunn Area to grow residents, visitors and businesses.



Dunn Area Tourism Authority—Support and Assist

Promote and support the following community events, activities or organizations:

Dunn Downtown Development Corporation

Stewart Theatre/Harnett Regional Theatre

General William C. Lee Airborne Museum and Activities

Touchstone Energy North Carolina Cotton Festival

Leadership Harnett

Crimestoppers

Dunn-Erwin Trail

Dunn Christmas Parade and Tree Lighting

Dunn area Civic Organizations

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.

2010 Report—Membership Development Vice President Dana Cochran



Ambassadors Program – More than 50 volunteers attending functions throughout the year and serving as a liaison between the Chamber and membership.

Had GREAT attendance at Ribbon Cuttings and other functions throughout the year due to commitment of the Ambassadors Club.

Held Monthly Meetings with Ambassadors to keep them informed of upcoming activities and to recognize Ambassadors of the quarter.

The Ambassador of the Month was recognized in the Chamber’s newsletter.

18 Ribbon Cuttings

Membership Drive added 24 New Members—Theme “Press Forward and Hit the Mark!”

Total New Members for 2010 – 51 up from 45 in 2009

Current Membership – 417

Retention Rate 2010 – Holding strong in these times at 89%

Operation Thank You

Held a well attended Membership Orientation sponsored by Cellular Warehouse in August

Published Membership Directory for 2010-2011 which includes a Free Listing for each member.

Each Member also received a Free Membership Listing on the Chamber’s Web Page at www.dunnchamber.com.

Held 5 highly successful Business After Hours in 2010—a great networking opportunity for all our members!



2010 Report—Community Development Vice President Pat Fitzgerald



Business Promotions —Chairman Pat Fitzgerald

Used Chamber Facebook Page to network and market chamber and community events to a new audience.

Worked to enhance and develop Shop Local campaign—developed “Shop local first...it matters!” logo—distributed logo on posters and postcards to DACC members to display in their businesses—developed Shop Local brochures and distributed at the Family Medical Supply Business Fest.

Developed “Shop Local Dunn” Facebook page to encourage Shopping Local and to educate why it is important.

Participated in Campbell Street Fair—distributed more than 400 bags and 500 Dunn Chamber flyswatters.

Continued Welcome Home to Dunn Program for new residents with the support of the City of Dunn.

Enhanced Business Spotlight in Monthly Newsletter—also promoted these businesses on the shop local Dunn and Chamber facebook pages.

Promoted classes and seminars at the Triangle South Enterprise and CCC—Small Business Assistance Center.

Beautification & Image—Chairman Edith Elmore

Presented 6 Beautification Awards—Promoting in Chamber newsletter, Facebook and in The Daily Record—also developed a Beautification Award of the Year which will be presented at the 2011 Annual Banquet.

Coordinated and Promoted Spring Clean Up in May—more than 50 volunteers attended even with rain—stopped just in time and volunteers cleaned up several areas including Parks and Exit 73.

Emptied, sealed, stained, replanted and maintained the Pots in Downtown Dunn.

Dunn Farmers Market—Chairman Ella Kelly

Worked with vendors to coordinate and promote successful Farmers Market and its events—May through December.

2010 Report—Education Vice President Clem Medley



Education Committee—Worked with the Harnett County Schools and Dunn Advisory Board to discuss and work together to address pertinent issues related to the Dunn area Schools.

Supported Sabrina Hendley, principal at Harnett Primary School in implementing the “Leader in Me” program—secured sponsors and coordinated lunches for the teachers during the training in March and December. To find out more—www.leaderinme.org.

Promoted and hosted with Harnett Primary School a Community Leaders Visitation Day—presentations and greetings from students—art show and Smart Boards.

Held committee meeting at Dunn Middle School with

student chorus and art displays

Continued “*Golden Apples—Good News About Our Schools*” as an insert in the Chamber newsletter and as an addition to the Chamber website to promote the good things going on in our schools.

Tutor Program—We have ranged from 25 to 30 volunteers tutoring at Harnett Primary School.

Workforce Development—Promoted activities of the Harnett County Business Education Partnership—worked on recruiting volunteer presenters and coordinated presentations of the Workforce Development Curriculum for Triton High School juniors.

2010 Annual Report—Governmental Affairs Vice President Billy Ray Godwin, Jr.



Governmental Affairs: State of the County held in February with around 50 in attendance; Meet and Greet for J Gary Ciccone of Division 6 NC Dept of Transportation and Report on Driving 95 Study; State of the City in July with more than 50 in attendance; Meet the Candidates Luncheon in September featuring candidates for NC House, Senate, County Commission and Board of Education; and Monitors Reports Luncheon in December.

Hosted a highly successful Candidates Forum Luncheon in October featuring candidates for United States Congress.

Four representatives including President Bill Lasater of the Dunn Chamber attended Washington DC Perspective hosted by Congressman Etheridge in September.

2010 Annual Report—Economic Development



Economic Development Team meetings – Updates and Network with County, City and State officials. Representatives from the Erwin Chamber and Town of Erwin were invited and are now attending these meetings.

Maintain Demographics and Chamber's Web Site—www.dunnchamber.com—which includes Relocation information.

Joined with other Harnett Chambers in production of "Images of Harnett County" magazine and web site to promote county to prospective residents and businesses.

Co-sponsored Harnett County Industry Appreciation

Supported efforts of the Dunn Downtown Development Corporation—Promoting the Community "Rebirth of Dunn" meeting held in August and supporting Downtown Revitalization efforts at the Dunn City Council meeting.

Dunn Marketing Partnership with City of Dunn, Dunn Area Tourism Authority, Dunn Downtown Development Corporation and Dunn Area Committee of 100
Chairman Brad Heath

Contracted with Lynn Advertising Design to develop a "Dunn Promotional Video" to be used to promote our area to prospective business and residents.

— Dunn Chamber Board approved contract for Search Engine Optimization of the Chamber's Website to market Dunn better to prospective business, residents and visitors.

Dunn Area Tourism Authority – Chamber President and VP of Economic Development serve as Ex-officio members on Board. Promoted Tourism activities, Campbell University, Avasboro Battlefield, Touchstone Energy Cotton Festival, General Lee, National PAL Basketball Tournament and other community events throughout the year.

2010 Report—Organizational Development Vice President Dru Campbell



2011 Annual Banquet presented by Bradham Chiropractic Clinic – set for January 20, 2011 at the Dunn Shrine Center—Membership Meeting, Networking, Awards and Special Recognitions

Boogie on Broad Concert Series presented by Jernigan's Nursery & Trading Post—Chairman Sylvia Jackson Coordinated and Promoted four community events including Free Concerts by Hip Pocket, Billy Scott & the Prophets, Band of Oz and Campbell Night in September featuring three local groups.

October Concert included Membership Appreciation

Family Medical Supply Business Fest—Chairman Terry Whittenton

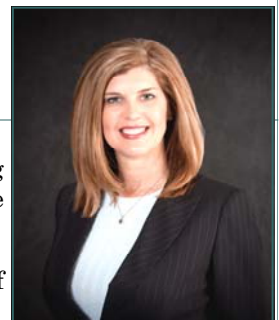
19th Annual Business Expo held in September was a huge success with more than 60 exhibitors and 1100

specatators—incorporated childrens' activities and "Shop Local First" theme.

Office Value Golf Classic—Chairman John Godwin coordinated this first annual very successful fundraising event for the Chamber at Chicora Golf Club

Tech Task Force—investigated Chamber's technology — changed internet service provider to CenturyLink saving money with better service—after researching with other chambers—contracted with ChamberMaster software, #1 web-based software for chambers—we are excited about the time saving and member promotion opportunities this product provides.

2010 Report—Christmas Gala Presented by BB&T President Elect Kim Schmidlin



Coordinated Fourth Annual Event – Very Elegant and the most Successful yet!

This Chamber Fundraiser is necessary for the chamber to continue programs such as the Tutor Program, Education Efforts; Campbell and Business Promotions, Beautification & Image activities such as the signs on

Highway 421 and the Marketing efforts underway now to promote Dunn more effectively.

The Chamber only receives 42% of its finances in Membership Dues.

Thank You for Your Support!



area chamber of commerce

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Dunn Area Chamber of Commerce Staff
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Office Assistant—Janice Medlin

We're on the Web
www.dunnchamber.com
www.imagesharnett.com
www.facebook.com/dunnchamber
www.facebook.com/shoplocaldunn

At the Dunn Area Chamber of Commerce
We are Building a Brighter Tomorrow
One Partnership at a Time!

Special Thanks to our 2010 Chamber Champions!



Sherry's Bakery

"the sweetest smelling corner in town"



Cellular Warehouse



Progress Energy

Other Levels

A & G Lock & Safe Co