

**2011** BUSINESS PLAN & **2010** ANNUAL REPORT



# Edmond Area

**CHAMBER OF COMMERCE**



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## 2010 Annual Report

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### Mission

The Edmond Area Chamber of Commerce is the voice for business. We enhance economic opportunity and quality of life in Edmond.

### Vision

The Edmond Area Chamber of Commerce is committed to continuously promoting and fostering a healthy business climate that embraces the quality of life in the community.

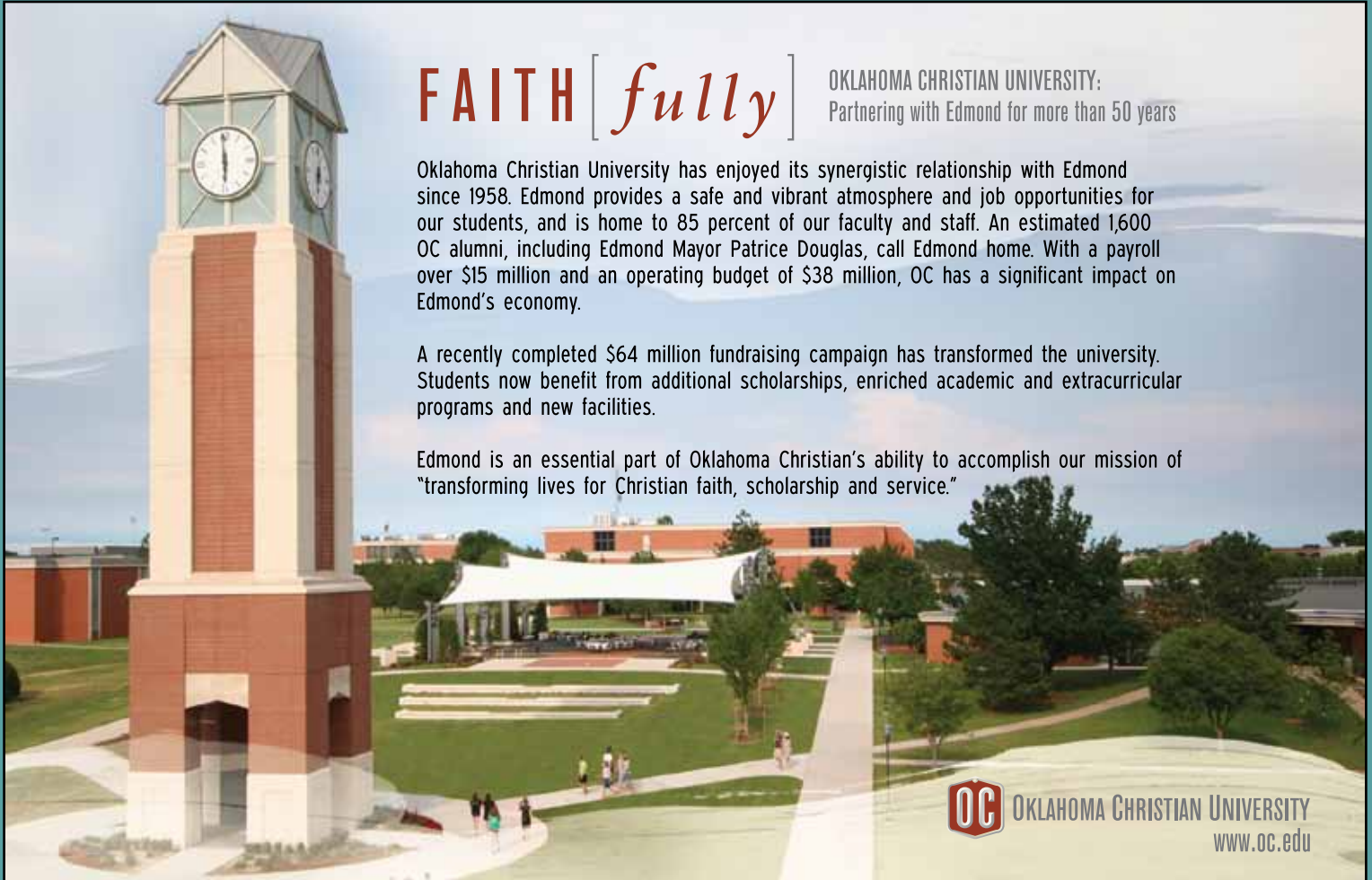
## FAITH *fully*

OKLAHOMA CHRISTIAN UNIVERSITY:  
 Partnering with Edmond for more than 50 years

Oklahoma Christian University has enjoyed its synergistic relationship with Edmond since 1958. Edmond provides a safe and vibrant atmosphere and job opportunities for our students, and is home to 85 percent of our faculty and staff. An estimated 1,600 OC alumni, including Edmond Mayor Patrice Douglas, call Edmond home. With a payroll over \$15 million and an operating budget of \$38 million, OC has a significant impact on Edmond's economy.

A recently completed \$64 million fundraising campaign has transformed the university. Students now benefit from additional scholarships, enriched academic and extracurricular programs and new facilities.

Edmond is an essential part of Oklahoma Christian's ability to accomplish our mission of "transforming lives for Christian faith, scholarship and service."





## A MESSAGE FROM THE 2011 EDMOND CHAMBER CHAIRMAN, DR. MYRON POPE

Dear Chamber Members,

I am very honored and humbled to serve as the 2011 Chairman of the Edmond Area Chamber of Commerce. Edmond is a vibrant and growing community that thrives because of the great things that you add to it as business leaders. I am excited about the prospect of continuing to see wonderful things happen during 2011.

We have achieved some very bold goals over the past few years and I want to continue to build upon those this year. With that in mind, here are what I perceive as our biggest goals for 2011:

- Grow the number of volunteers for the Total Resource Campaign.
- Continue to provide great networking events, which is the number one request of our members.
- Continue to enhance our efforts to sustain the Chamber as the Voice for Small Business of Edmond.
- Increase the Chamber's involvement in governmental relations.

I would love to see you get involved with the Chamber and help make these goals a reality.

Thank you for letting me serve as your 2011 Chairman.

Dr. Myron Pope - 2011 Chairman  
*Vice President of Enrollment*  
*University of Central Oklahoma*

# 2011 EXECUTIVE COMMITTEE & BOARD



**Dr. Myron Pope**  
UCO  
*Chair 2011*



**Carl Tipton**  
MIDCON Data  
Services, LLC  
*2011 Chair-Elect*



**Tim Deimund**  
MidFirst Bank  
*Immediate Past  
Chair*



**Ralph  
Armstrong**  
Armstrong  
Developments



**Dr. John  
deSteiguer**  
Oklahoma Christian  
University



**Darin Kent**  
Citizens Bank  
of Edmond



**Randy Matthews**  
Matthews  
Funeral Home



**Dusty Boren**  
4Corners



**Beverly  
Chaumont**  
Dennis Chaumont -  
State Farm Insurance



**Randy Decker**  
Edmond Public  
Schools



**Patrice Douglas**  
First Fidelity Bank



**Tom  
Friedemann**  
Francis Tuttle  
Technology Center



**Gary Goldman**  
Charleston's -  
Edmond



**Jordan Herget**  
OU Medical  
Center - Edmond



**Koko Hook**  
Bank of  
Oklahoma



**Dan Howard**  
Rubenstein  
& McCormick &  
Pitts



**Tad Kennedy**  
Kennedy Tire &  
Auto Service



**Jan Moran**  
AT&T



**Nancy Nichols**  
City of Edmond



**Avilla Williams**  
INTEGRIS Health  
Edmond



**Aaron Steffens**  
Mercy Health



**Kenneth Wohl**  
Spirit Bank  
Mortgage

## Ex-Officio Board Members

**Janet Yowell**, Executive  
Director  
Edmond Economic  
Development Authority

**Cathy Williams-White**,  
Director  
Edmond Convention &  
Visitor's Bureau

**Angie Johnson**  
Edmond Young Professionals

## CHAMBER STAFF



**Ken Moore**  
President & CEO



**Sherry Jordan**  
Controller &  
CFO



**Amanda Bowen**  
Director - Events  
& Programs



**Allison Fine**  
Coordinator -  
Communications



**Shanell Ferrante**  
Membership  
Director



**Britni Harris**  
Coordinator -  
Membership  
Services



**Kristen Figart**  
Information  
Specialist

# CHAMBER EVENTS

## NEW MEMBER ORIENTATION

An event to introduce and welcome new Chamber members as well as inform existing members.

Date: Every other month on the first Wednesday  
Time: Alternates from 8 a.m. & 4 p.m.  
Location: Chamber Office  
RSVP: Required; Fee: None

## MORNING MINGLE

Casual networking event hosted by member businesses.

Date: Every month on the third Wednesday  
Time: 8 - 9:30 a.m.  
Location: Varies - Check website for details  
RSVP: Not required; Fee: None

## BUSINESS AFTER HOURS

Casual networking event hosted by member businesses.

Date: Every month on the second Tuesday  
Time: 5:30 - 7:00 pm  
Location: Varies - Check website for details  
RSVP: Not required; Fee: None

## LUNCH & LEARN

Lunch & Learn is an educational program to help small businesses prosper. The luncheons are free of charge. Participants may bring their own lunch. Lunch will only be provided if there is a lunch sponsor.

Date: Every other month on the second Thursday  
Time: 11:30 a.m. - 1:00 p.m.  
Location: Chamber Office  
RSVP: Not required; Fee: None

## SMALL BUSINESS WORKSHOPS

The workshops or panel discussions (four times a year) give members the opportunity to learn about topics important and relevant to local small businesses.

Date: Check website for details  
Location: Varies - Check website for details  
RSVP: Required; Fee: \$15 members, \$20 guests

## CONNECT FOR LUNCH

A networking lunch starting in March with two to three Chamber members set up by the Connect For Lunch program.

Date: Tuesdays, Wednesdays, Thursdays - Set up by Connect For Lunch  
Location: Varies - Members will receive an e-mail invitation with location, time and date.

Fee: Varies depending on how often members want to participate and the cost of lunch.

RSVP: Required on Connect For Lunch website

## SUMMER BLOCK PARTY

An event held in the summer to say thank you to our members.

Date: Summer 2011  
Location: Edmond Chamber  
RSVP: Required; Fee: None

## MEMBERSHIP LUNCHEON

The luncheons (6 times a year) have topics pertaining to the Edmond community and local businesses.

Date: Check website for details  
Time: 11:30 am - 1:00 p.m.  
Location: Varies - Check website for details  
RSVP: Required; Fee: \$20.00 members  
\$25.00 guests

## WOMEN'S NETWORK BREAKFAST

Features programs and speakers specifically tailored to women in business.

Date: Monthly (except Nov. & Dec.) on the fourth Thursday  
Time: 7:30 - 9 a.m.  
Location: River Oaks Golf Club  
RSVP: Required ; Fee: \$13.00 Members, \$18.00 guests

## LEGISLATIVE BREAKFAST

The breakfast is held twice a year to give members updates on the Oklahoma Legislature

Date: February and May  
Time: 7:30 - 9 a.m.  
Location: Varies - Check website for details  
RSVP: Required; Fee: \$15.00 members, \$20.00 guests

## TINKER QUARTERLY AWARDS LUNCHEON

Held at Tinker Air Force Base four times a year, to honor outstanding performances by members of the 3d Combat Communications Group, part of the Military Affairs Council.

## ANNUAL EVENTS

Awards Banquet (February)  
Golf Tournament (April)  
New Teacher Reception (August)  
Auction (September)  
Sporting Clays (October)  
Women's Conference (November)

## GREEN IS GOOD BUSINESS CONFERENCE

Features programs and speakers specifically tailored to green businesses.

Date: May 2011  
Time: 8 a.m.- 3 p.m..  
Location: Edmond Downtown Community Center  
RSVP: Required; Fee: \$10.00 Members  
\$15.00 Members billed/guests

## LEADERSHIP EDMOND

Classes run August-May. Applications taken in late summer. Class graduates in May.

## YOUTH LEADERSHIP EDMOND

Classes run November-April. Selection of High School Juniors begins in September.

## EDMOND YOUNG PROFESSIONALS

Networking: 6 - 8 events  
Education Luncheons: Four events held quarterly  
Community Service: Four events held quarterly including Trick-or Eat.

## MEMBER REWARD\$ PROGRAM

The main objectives of the Member Reward\$ Program are to retain members and encourage participation at all functions and events. Members can accumulate points for attendance and then be eligible for prize drawings on a monthly basis.

On our website you can:  
Find Point Values  
& Program Rules

Points will be awarded for event attendance and committee meeting attendance. Prizes will be awarded on a monthly basis. Members will be eligible for the prize drawings based on their accumulated points. Members must sign in at each event to receive points.

### Ambassadors Council

Co-chairs: Gordon Wynn & Joe White

Staff Liaison: Shanell Ferrante and Britni Harris

Objective: Engage members through personal contact, networking opportunities and information distribution.

Participation: Contact Shanell for participation requirements



#### Goals:

- Contact members throughout the year to update information and inform them of upcoming events.
- Provide input to the Board and other councils.
- Recognize businesses with more than 15 years of Chamber membership through 10 "Pioneer" articles in The Edmond Sun.
- Represent the Chamber at ribbon cuttings and groundbreakings.
- Greet members at Membership Luncheons, Business After Hours, Morning Mingle and other Chamber events.

Participation: Open to all members

### Sustainable Green Business Council

Chair: Shannon Entz

Staff Liaison: Allison Fine

Objective: To act as a catalyst and resource to facilitate, educate, promote and encourage sustainable/green business practices that will lower the impact on the environment while sustaining business.

Participation: Open to all members

#### Goals:

- Identify ways that businesses can save energy by promoting energy audits and benchmarking.
- Conduct a green sustainability conference in April 2011.
- Provide internal and external "Going Green" articles, including such topics as recycling, carpooling, environmental regulations, new products and tips and tricks to "Going Green".
- Expand website information to include materials and resources on "Going Green".
- Promote the use of hybrid cars to reduce carbon emissions, encourage business owners to use alternate fuel vehicles in their businesses.
- Recognize "Green Businesses" - i.e. recyclers, businesses selling green/organic products or those who have implemented innovative green programs in their business.

### Small Business Council

Chair: Steve Paterson

Staff Liaison: Kristen Figart

Objective: Support member businesses by providing peer support, education, recognition and various networking opportunities.

#### Goals:

- Monitor growth and performance of each subcommittee.
- On a quarterly basis, evaluate each subcommittee and make necessary changes to enhance the Small Business programs.

### CEO Roundtable Steering Subcommittee of the Small Business Council

Chair: Ron Decker

Staff Liaison: Kristen Figart

Objective: Support larger member businesses with 25 employees or more by providing peer support and education.

Participation: Contact the Chamber for participation requirements or see our website, [www.edmondchamber.com](http://www.edmondchamber.com).

Goals: Continue current CEO Roundtable.

- Expand group to 12 members.

### Educational Opportunities Subcommittee of the Small Business Council

Chair: Steve Paterson

Staff Liaison: Kristen Figart

Objective: Support member businesses by providing peer support, education and networking opportunities.

Participation: Open to all members



#### Goals:

- Enhance educational opportunities with five Lunch & Learns and four workshops focused on small businesses.
- Conduct a Premier Networking Event • Two Roundtable Connections during 2011. Designed for maximum exposure leading to quality connections.
- Attendees will meet other business contacts and prospects.

### Small Business of the Year Award Subcommittee of the Small Business Council

Chair: Koko Hook

Staff Liaison: Kristen Figart

Objective: Support member businesses by providing recognition for good business practices, growth, contributions to the local economy and community involvement.

Participation: Open to all small businesses that are members of the Chamber.

Goals: Present the Small Business of the Year Award at the Annual Awards Banquet in early 2012 to recognize member businesses for their achievements and contributions to the local economy.

### Small Business Owner's Alliance Steering Subcommittee of the Small Business Council

Chair: Kelly Van Osdol

Staff Liaison: Kristen Figart

Objective: Support member business owners with less than 10 employees by providing peer support, education and networking opportunities.

Participation: Committee: By appointment.

Alliance: Contact the Chamber for participation requirements.

#### Goals:

- Continue to grow Small Business Owner's Alliance to reach 30 small business owners by 2013.
- Find speakers on topics of interest for Alliance meetings to educate small business owners on a topic relevant to them. Meetings without a speaker will be based on a roundtable discussion concentrating on issues, concerns and other important topics the owners bring to the table to discuss.

### Women's Network Council

Co-Chairs: Whitney Williams, Karan Ediger and Leslie Buford

Staff Liaison: Amanda Bowen

Objective: To encourage the growth of women in business by addressing issues they encounter and to provide networking opportunities to participants.

Participation: Women in Business



#### Goals:

- Hold 10 networking breakfasts which foster opportunities for networking to learn and grow both personally ...

# SERVICES DIVISION

## BUSINESS DEVELOPMENT OPPORTUNITIES

and professionally.

- Hold third annual one-day conference in late fall 2011.
- Honor a Woman of the Year at the Annual Banquet in 2012.

### Special Events Council

Staff Liaison: Amanda Bowen

Objective: Sponsor and coordinate special events that provide business opportunities for the membership and also enhance Chamber revenues to fund member services.

Participation: Open to all members

### Morning Mingle & Business After Hours

Staff Liaison: Allison Fine

Objective: Provide opportunities for members to make business contacts and friendships.

Goals:

- Conduct 12 Morning Mingles in 2011.
- Conduct 12 Business After Hours in 2011.

Participation: Open to all members

### Connect For Lunch

Staff Liaison: Allison Fine

Objective: Help members network in smaller groups by hosting networking lunches organized by the Connect For Lunch Program.

### Summer Block Party

Staff Liaison: Kristen Figart & Shanell Ferrante

An event held at the Edmond Chamber during summer 2011 to say thank you to the Membership.

### Annual Awards Banquet Subcommittee of the Special Events Council

Chair 2011: Bob Ault

Staff Liaison: Amanda Bowen

Plan and hold the Annual Awards Banquet in February 2011 to honor Chamber and community leaders and volunteers for 2010.

Event Goals: 350 attendees, \$20,500 net income.

### Annual Golf Tournament Subcommittee of the Special Events Council

Chair: Anna Acebo

Staff Liaison: Amanda Bowen

Hold the Annual Golf Tournament in April 2011 to foster networking and promotional opportunities for members. Event Goals: 144 players, \$26,000 net income.

### Annual Auction Subcommittee of the Special Events Council

Chair: Pam Gonzaque

Staff Liaison: Amanda Bowen

Hold the Annual Auction in September 2011 to showcase the products and services of members and foster networking opportunities for our members. Event Goals: 300 attendees, \$35,000 net income.



### Annual Sporting Clays Tournament Subcommittee of the Special Events Council

Chair: Adam Bahner

Staff Liaison: Amanda Bowen

Hold the Annual Sporting Clays Tournament in October 2011 to foster networking and promotional opportunities for members. Event Goals: \$6,000 net income.

### Bi-Monthly Luncheons Subcommittee of the Special Events Council

Staff Liaison: Kristen Figart

Hold six luncheons in 2011 to educate members and citizens on important community and business issues, foster networking and provide promotional opportunities for sponsors.

## GOVERNMENTAL RELATIONS

OBJECTIVE: TO PROVIDE NETWORKING AND BUSINESS DEVELOPMENT OPPORTUNITIES

### Governmental Relations Council

Chair: Nick Massey & Brian Bush

Staff Liaison: Ken Moore

Objective: Represent the legislative interests of business on local, state and national levels and inform members of issues which impact business and Edmond.

Participation: Open to all members.

Goals:

- Meet monthly to discuss legislative and local issues.
- Host two legislative breakfasts during 2011 that allows Chamber members and Edmond citizens the opportunity to communicate with State officials.
- Host sessions for members and/or citizens to communicate with City, County and State and Federal elected officials.
- Coordinate annual Washington D.C. trip in September 2011 in conjunction with The Chamber to communicate Edmond's needs on a Federal level.
- Host a "State of the City" and Congressional Luncheon during 2011.
- Develop policy positions on local, state & national issues for adoption by the Board of Directors at the December 2011 board meeting.
- Survey members on a regular basis to get feedback on their views relating to critical local and state issues.
- Conduct candidate forums for city council candidates and open State Senate seat.



State

# COMMUNITY AND ECONOMIC DEVELOPMENT DIVISION

## OBJECTIVE: ENHANCE ECONOMIC PROSPERITY AND QUALITY OF LIFE IN THE EDMOND AREA.

### Education Council

Adopt-a-School Task Force  
Staff Liaison: Britni Harris  
Participation: Open to all members

#### Goals:

- By the second quarter, lay the foundation for adopting a fourth Edmond Elementary school through the Adopt-a-School program.
- Continue to monitor and support the three adopted schools, Orvis Risner, and its adopter OU Medical Center Edmond; Will Rogers and its adopter Gallagher Benefit Services, Inc. and Northern Hills and its adopter Arvest Bank.

### New Teacher Reception Task Force

Staff Liaison: Kristen Figart  
Objective: Conduct the fifth Annual New Teacher Reception



Participation: Open to all members

Goals: Plan the New Teacher Reception for Edmond Public Schools, Francis Tuttle Technology Center & University teachers, scheduled for August 2011.

### Leadership Edmond Alumni Council

Chair: Scott Thompson  
Staff Liaison: Kristen Figart  
Objective: To provide opportunities for continued professional development and networking for graduates of Leadership Edmond.  
Participation: Open to Leadership Edmond graduates



#### Goals:

- Continue to add benefits for members with the dues structure set in place.
- Host social events throughout the year that will reconnect graduates with their classmates and the program: Tailgate Party Cookout, Tinker Day and a Leadership session.

• Continue quarterly Leadership Edmond Alumni newsletter.

- Provide opportunities for professional development and leadership opportunities to alumni members – meeting with the Mayor and tour UCO's Academy of Contemporary Music.

### Leadership Edmond Steering Committee

Chair: Beth Kerr  
Staff Liaison: Allison Fine  
Objective: Organize a leadership development and community education program to cultivate community leaders for the future.  
Participation: By Appointment Only

Goals: Organize Leadership Edmond, a leadership development program designed to provide community leaders with a deeper understanding of the critical issues affecting the Edmond area. This program is to also provide an ongoing source of diverse leaders who are prepared and committed to serve as catalysts and sustainers of positive change for the quality of life in the Edmond area.

Program Goals: Opening overnight retreat, ten day-long sessions, 30 + class members, determined by selection process.

### Military Affairs Council

Chair: Tim Deimund  
Staff Liaison: Kristen Figart  
Objective: Provide support and cultivate partnerships with Tinker Air Force Base, Edmond North ROTC, UCO ROTC and the 89th National Guard Division based in Edmond.  
Participation: Open to all members



#### Goals:

- Sponsor and recognize members of the 3d Combat Communications Group through the Tinker AFB Quarterly Outstanding Enlisted Awards program and Annual Awards Program.
- Provide job shadowing opportunities for Chamber members to learn about Tinker activities and the economic impact the base has on Edmond and for Tinker airmen to learn about Edmond.
- Encourage discharged military personnel to stay in Edmond by providing relocation information and engaging military families and individuals in the Edmond community.
- Assist 3d Herd Communications Group in any special projects to help our military and their families.
- Assist local ROTC groups with any special projects or needs.
- Honor an Edmond North Cadet at six Membership Luncheons.
- Develop a relationship with 89th National Guard Division based in Edmond.

### Youth Leadership Edmond Council

Co-Chairman: Glynis Andrews, Randy Decker & Brian Bush  
Staff Liaison: Amanda Bowen  
Objective: Sponsor a leadership development program for high school juniors and incorporate Youth Leadership Edmond students into positions of leadership in the community.  
Participation: Open to all members, Leadership Edmond graduates preferred.



#### Goals:

- Develop a six-session program (November – April) for approximately 40 high school juniors in the Edmond school district which provides community education and leadership development training, concluded by a graduation.
- Educate high school juniors about the importance of and opportunities for community service and incorporate the students into the Chamber and community.

### Sister Cities Task Force

Chair: Carl Reherman  
Staff Liaison: Ken Moore  
Objective: Create a Sister City relationship with a city in another country for mutual benefit.

#### Goal:

- Assist in the start up of the Edmond Sister City Association.
- Find a compatible sister city in 2011.

# ORGANIZATIONAL DEVELOPMENT DIVISION

## OBJECTIVE: TO PROVIDE NETWORKING AND BUSINESS DEVELOPMENT OPPORTUNITIES

### Board of Directors

Chair: Dr. Myron Pope  
Staff Liaison: Ken Moore

**Objective: To direct and support the implementation of the annual Business Plan in a manner representative of the entire membership and to set and direct matters of policy.**

Participation: Elected by the membership and by appointment

#### Goals:

- Meet every other month to represent the interests of the membership in setting policy and establishing programs to benefit area businesses.
- Represents the Chamber at Chamber and community events.
- Receive reports from Chamber representatives serving on City Boards and Commissions.
- Update a 3 year-long range plan for board review and approval by June 2011.
- Conduct an annual Board Retreat no later than October 2011.

### Membership

Staff Liaisons: Shanell Ferrante & Britni Harris

**Objective: To increase membership, retain existing members and expand Chamber resources to better serve members.**

#### Goals:

- To reach a membership of 1100 by December 31, 2011.
- Attain a retention rate of no less than 85%.
- Upgrade and conduct six new member orientation programs during 2011.
- Achieve 40% market penetration.

### Member Reward\$ Program

Staff Liaisons: Sherry Jordan & Kristen Figart

**Objective: Retain members and encourage participation at all functions and events.**

#### Goals:

- Continue program through 2011 and compare the retention numbers and event attendance at the end of the year.

### Past Presidents and Chairmen Task Force

Chair: Ray Hibbard Staff Liaison: Britni Harris

**Objective: To capitalize on the experience and talents of past Chamber presidents and chairmen of the board.**

Participation: Past Presidents/Chairmen of the Board

Goals: Meet twice a year to provide an opportunity for all past Presidents/Chairs to receive updates on Chamber activities and to network.

### Resource Development Campaign

Chairman: Tim Deimund Staff Liaison: Sherry Jordan

**Objective: To finance new and existing programs**

Participation: Three-Four Campaign Vice Chairs, 50+ Volunteers.

Goal: Generate new event sponsorships, memberships and advertising sales of \$190,000.

Time Frame: February - May 2011

### Building Maintenance Task Force

Chairman: Ralph Armstrong Staff Liaison: Sherry Jordan

**Objective: To assist the Chamber in ongoing maintenance and upkeep of Chamber building.**

#### Goals:

- Develop a list of improvements, repairs and replacements for the Edmond Chamber building.
- Develop an estimated time line for repair and replacement items.
- Identify an amount for consideration of Board designated funds for future improvements and maintenance to Edmond Chamber building.

### Edmond Young Professionals (EYP)

Chair: Angie Johnson Staff Liaison: Amanda Bowen

**Objective: EYP will work to attract and retain young professionals in the Edmond area while fostering the next generation of leaders.**

#### Goals:

- Enlist 150 members into its "Elite Partner" program.
- Hold eight networking events with 75 people in attendance.
- Hold four quarterly educational events having 50 in attendance at each event.
- Hold four community service events in which members can give back to the community, one of which will be Trick or EAT.

### Community Service Sub Committee of the Edmond Young Professionals

Co-chairs: Gary Goldman, Levi Heard & Stacy Musser  
Staff Liaison: Amanda Bowen

**Objective: To shape and impact the future of Edmond by providing a variety of service opportunities throughout the community designed to impact the lives of its citizens in meaningful ways.**

Goals: Hold three community service events and Trick-or Eat (a canned food drive on Halloween weekend) in which members can give back to the community.



### Education Sub Committee of the Edmond Young Professionals

Co-chairs: Brian Downs and Natasha Baird Staff Liaison: Amanda Bowen

**Objective: To create unique learning opportunities intended to foster growth personally and professionally today, with the hope of making a lasting impact as leaders in the community tomorrow.**

Goals: Hold four quarterly educational events having 40-50 in attendance at each event.

### EYP Networking Sub Committee of the Edmond Young Professionals

Co-chairs: Erika Henderson and Jared McCoy  
Staff Liaison: Amanda Bowen

**Objective: To provide networking opportunities for young professionals in the Edmond area.**

Goals: Hold 8 networking events with 75 people in attendance.



# ORGANIZATIONAL DEVELOPMENT DIVISION

## OBJECTIVE: TO PROVIDE NETWORKING AND BUSINESS DEVELOPMENT OPPORTUNITIES

### EYP Ambassador Sub Committee

Chairs: Bob Ault Staff Liaison: Amanda Bowen

**Objective: To promote EYP to the community, serve as the "face" of EYP and help build corporate relationships.**

### EYP Mentorship Task Force

Chairs: Gina Britt Staff Liaison: Amanda Bowen

**Objective: Continue membership program for Elite members. Mentors will be Chamber members.**

Goals: Have 15 successful mentor/mentee relationships.

### Communications

Staff Liaison: Allison Fine

**Objective: To inform members of Chamber events, actions and goals through several forms of communication.**

- Improve equipment for videos
- Send postcards for all major events
- Continue statement stuffers
- Continue recording video testimonials
- Continue recording testimonials for the on-hold system
- Continue printed newsletters
- Continue to change e-mail signatures on a monthly basis with events
- Record on-hold on a weekly basis for every event
- Continue weekly e-news and events e-mail
- Provide at least six editorials or letters to the editor in 2011
- Obtain feedback by conducting a series of focus groups by working with universities to conduct member surveys

### Executive Committee

Chair: Dr. Myron Pope Staff Liaison: Ken Moore

**Objective: To act for the Board of Directors between Board meetings, oversee the strategic plan, the business plan and operating budget, and provide direction for the Chamber President and staff.**

**Participation: By appointment from members of the Board of Directors**

Goals:

- Meet monthly to oversee the implementation of the business plan and budget, insuring that organizational goals are met.
- Represent the Board and Chamber at Chamber and community events.

### Finance Committee

Chair: Carl Tipton Staff Liaison: Sherry Jordan

**Objective: To ensure that the Chamber remains fiscally sound through regular review of the Chamber's annual operating budget and investments.**

Goals:

- Meet monthly to examine the Chamber's budget and finances to insure the Chamber is fiscally sound.
- Present 2012 budget for Executive Council and Board approval in December 2011.





# EDMOND

AREA CHAMBER OF COMMERCE

## 2010 ANNUAL REPORT YEAR IN REVIEW

### A MESSAGE FROM THE 2010 CHAIRMAN, TIM DEIMUND



Wow! What a fantastic year 2010 was for the Edmond Area Chamber of Commerce and my year as Chairman flew by much too quickly!

We started off the year with our Annual Banquet honoring our Small Business of the Year, Woman of the Year and our Young Professional of the Year as well as recognizing our outgoing and income Board Members. Soon after we honored our Edmond Hall of Famers with the Chamber's Hall of Fame Banquet which is held every 5 years.

We completed our third Total Resource Campaign soaring to new heights as we exceeded our goal and set a campaign record for funds raised. These funds were put to excellent use as our members continue to develop and strengthen business relationships through the Chamber's networking programs, business workshops, lunch and learns and seminars.

The Government Relations Council continues to grow and remain vital with issues effecting Edmond and the state of Oklahoma by hosting candidate forums, legislative meetings and, when appropriate, making candidate recommendations to our members.

Our Leadership Edmond and Edmond Young Professionals continue to be shining stars in Edmond with great volunteer leadership.

The successes of 2010 would not be possible without a great group of volunteers including our Chamber Ambassadors, committee chairs and members, a dedicated Executive Committee and Board of Directors and a truly talented, professional staff led by Ken Moore.

I am truly blessed for being able to serve as your 2010 Chairman. I will carry with me many great memories of our successes and the numerous friendships and relationships formed.

Tim Deimund  
MidFirst Bank  
2010 Chairman

# CHAMBER BOARD OF DIRECTORS, BOARD OF ADVISORS, VOLUNTEERS AND SPONSORS

## 2010 Board of Directors

### Executive Officers

**Tim Deimund** - MidFirst Bank- 2010 Chair  
**Dr. Myron Pope** - UCO - 2010 Chair Elect  
**Jan Moran** - AT&T - Immediate Past Chair  
**Carl Tipton** - MIDCON Data Services, LLC - Vice Chair, Organizational Development  
**Patrice Douglas** - First Fidelity Bank - Vice Chair, Community & Economic Development  
**Dr. John deSteiguer** - Oklahoma Christian University - Vice Chair, Governmental Relations  
**Darin Kent** - Citizens Bank of Edmond - Vice Chair, Member Services



Above: 2010 Board members at the Annual Awards Banquet. Back l-r: Darin Kent, Ray Hibbard, Randy Matthews, Myron, Pope, Carl Tipton, Aaron steffens, Randy Decker, and Kenneth Wohl. Front l-r: Nancy Nichols, Jan Moran, Koko Hook and Peggy Geib.

### Board Members

Ralph Armstrong - Armstrong Developments LLC  
 Beverly Chaumont - Dennis Chaumont Ins. Agency  
 Randy Decker - Edmond Public Schools  
 Dr. Tom Friedemann, Francis Tuttle Technology Center  
 Koko Hook, Bank of Oklahoma  
 Dan Howard - Rubenstein & Pitts  
 Tad Kennedy - Kennedy Tire & Auto Service  
 James Kerr - kerr 3 design group, inc.

Randy Matthews - Matthews Funeral Home  
 Nancy Nichols - City of Edmond  
 Rae Rice - OG&E  
 Aaron Steffens - Mercy Health Center  
 Kenneth Wohl - Spirit Bank Mortgage

### Ex-Officio Board Members

**Janet Yowell**, Executive Director  
 Edmond Economic Development Authority

**Cathy Williams-White**, Director  
 Edmond Convention & Visitor's Bureau

## Thank you to the 2010 Committee Chairs

### **Ambassadors Council:**

Beverly Chaumont & Gordon Wynn

### **Sustainable Green Business Council:**

Shannon Entz

### **Small Business Council:**

Steve Paterson

### **CEO Roundtable:**

Ron Decker

### **Educational Opportunities:**

Steve Paterson

### **Small Business of the Year Award:**

Koko Hook

### **Small Business Owners' Alliance:**

Kelly Van Osdol

### **Women's Network Council:**

Angie Johnson & Leslie Buford

### **Annual Awards Banquet:**

Kenneth Wohl

### **Annual Golf Tournament:**

Gina Britt

### **Annual Auction:**

Pam Gonzaque

### **Annual Sporting Clays Tournament:**

Carl Tipton

### **Governmental Relations:**

Nick Massey & Brian Bush

### **Leadership Edmond Alumni:**

Amy Bailey

### **Leadership Edmond:**

Dana Shadid

### **Military Affairs:**

Tonya Coffman

### **Youth Leadership Edmond:**

Glynis Andrews, Randy Decker & Brian Bush

### **Sister Cities Task Force:**

Carl Reherman

### **Board of Directors & Executive Committee:**

Tim Deimund

### **Past Presidents & Chairmen:**

Jerry McNabb

### **Total Resource Development Campaign:**

Jan Moran

### **Building Maintenance:**

Ralph Armstrong

### **Edmond Young Professionals (EYP):**

Kenneth Wohl

### **EYP Community Service:**

Levi Heard & Casey Moore

### **EYP Education:**

Natasha Baird & Dan Howard

### **EYP Networking:**

Erika Henderson & Kenneth Wohl

### **EYP Ambassador:**

Angie Johnson

### **EYP Mentorship:**

Gina Britt

### **Finance Committee:**

Dr. Myron Pope

# EDMOND CHAMBER FOUR-STAR ACCREDITED

The Edmond Area Chamber of Commerce announced that after a comprehensive self-review, the U.S. Chamber of Commerce awarded us with 4-Star Accreditation. This prestigious honor puts us among the top 4% of chambers nationwide.



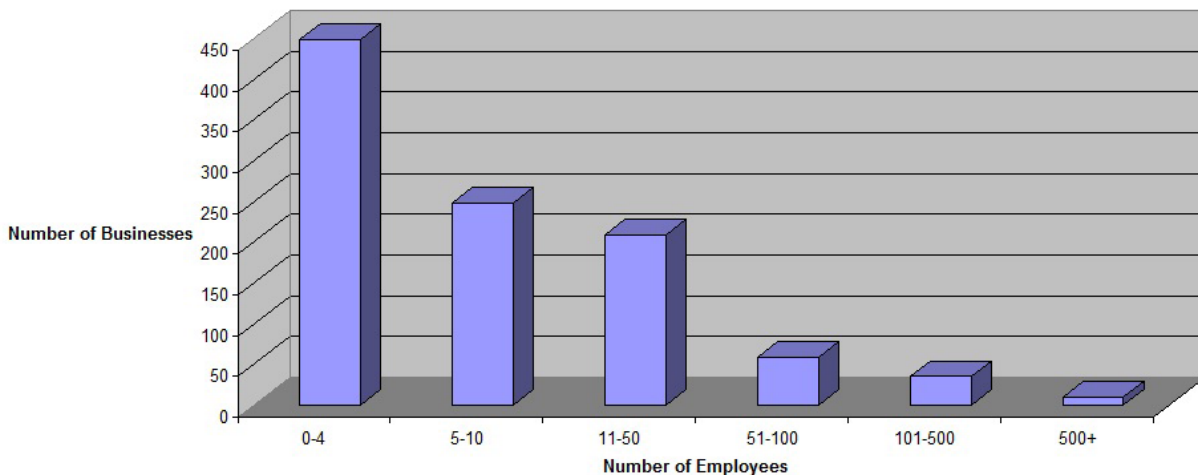
“We are honored to be recognized by the U.S. Chamber as a 4 Star Accredited Chamber. Only 95 chambers in the United States have achieved this designation,” said Ken Moore, President & CEO, of the Edmond Area Chamber of Commerce. “Recently we have renewed our commitment to the many issues facing small business. I was especially pleased that the Accrediting Committee commended the Edmond Chamber for providing a diverse array of products and services to its members, particularly the Small Business Workshops. Being required to go through the process every five years causes us to take a comprehensive look at the organization from top to bottom. Without the accreditation process most organizations would not take this comprehensive assessment”, concluded Moore.



This past year, the staff, Board, and volunteers of Edmond Area Chamber of Commerce spent countless hours completing the Accreditation process. Our task: demonstrate competency in 9 core areas ranging from finance to facilities. The result of our hard-work is evidenced by this impressive rating. But in truth, we should all be extraordinarily proud of this milestone achievement. It was a true team effort.

The only national program recognizing chambers for their effective organizational procedures and community involvement, Accreditation allows us to renew, improve, and promote sound business practices, policies, and procedures.

Membership by Size of Business



## PROMOTING THE COMMUNITY

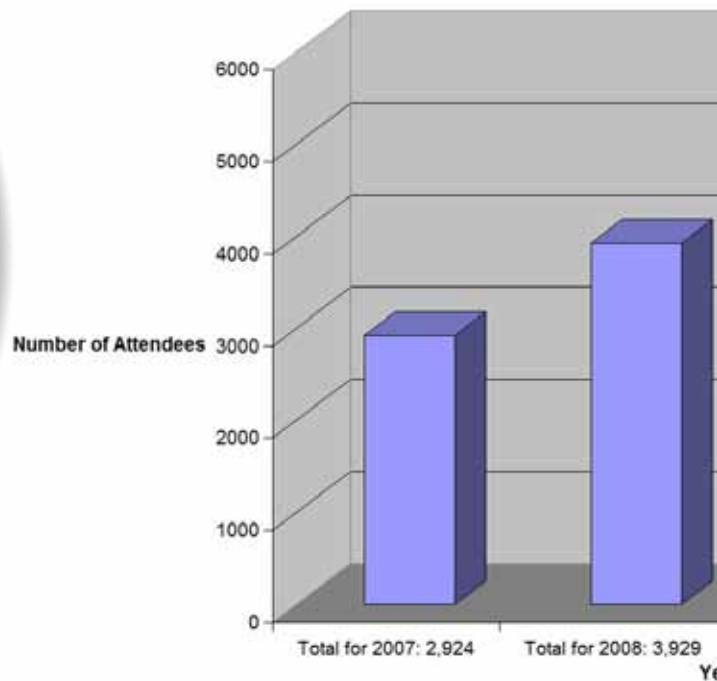
- Edmond Young Professionals
  - Eight Networking Nights
  - Four Community Service Events including Trick-or-Eat
  - Four Educational Luncheon
  - Three EYP Elite Partner Events
- Leadership Edmond
  - Class XXV with 35 Participants
- Leadership Edmond Alumni - Two Events
- Youth Leadership Edmond Class X - 43 participants
- Adopt-A-School
- Military Affairs
- Edmond Sister Cities Association



## PROVIDING NETWORKING OPPORTUNITIES & BUSINESS CONTACTS

- 12@12
- Six New Member Orientations
- Six Membership Luncheons
- 10 Women's Network Breakfasts
- 12 Business After Hours
- 12 Morning Mingles
- Annual Banquet
- Annual Golf Tournament
- Annual Auction
- Annual Sporting Clays Tournament
- Annual Women's Leadership Conference

Edmond Chamber Event Attendance





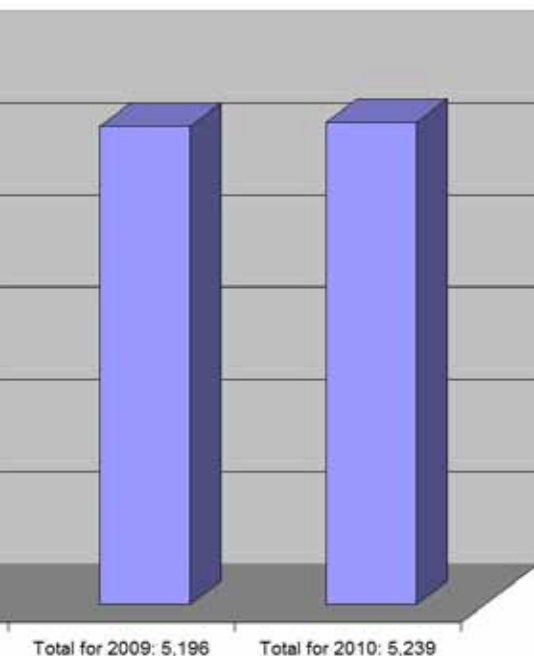
## CREATING A STRONG LOCAL ECONOMY

- Four Small Business Workshops
- Six Lunch & Learns
- CEO Roundtable
- Small Business Owners' Alliance
- Sustainable Green Business Committee

## REPRESENTING BUSINESS INTEREST TO GOVERNMENT

- Washington D.C. Fly-In
- Luncheon with Gary Ridley, Secretary of Transportation
- 5th District Congressional Candidates Forum
- State Legislative Luncheon
- Membership Luncheon with Lt. Governor Todd Lamb
- Attendance at City Council meetings

Attendance



ears

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*Edmond Life & Leisure*

"a crowning achievement"  
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*The Oklahoman*

"utterly stunning"  
*Edmond Monthly*

"a cultural jewel"  
*At Home in Edmond*



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