



BOARD of DIRECTORS
RLACC
Thursday, March 19, 2015

Agenda

Call to Order	Watts
Introductions & What's Up	
Consent Agenda	Burns
Minutes, Board of Directors, 1/22/2015	
Minutes, Executive Committee, 2/26/2015	
Financial Report, 2/28/2015	
Staff Report	
Membership Report	Summers
Future Meetings & Events	Summers / Burns
Consideration of Items Pulled From Consent Agenda	Watts
Lunch / Public Safety Update: Chief Jenkins, Chief Minor	
Audit Committee Report & Minutes, Audit Committee, 2/25/2015	Cable
Government Affairs & Legislative Update	
Other Business	Watts
Announcements	
Adjourn	



BOARD OF DIRECTORS
Thursday, January 22, 2015, 11:00 a.m.

MINUTES

Present: Board of Directors – Frank Bailey, Kristen Boozman, Dewayne Burns, Guy Cable, Jerry Carmichael, Mike Clawson, Ric Clifford, Dr. Janie Darr, Mike Dodge, David Faulkner, Greg Fogle, Spencer Fox, Jeff Geurian, Mauricio Herrera, Nick Hobbs, Dr. Evelyn Jorgenson, Tabi Lipscomb, Mayor Eldon Long, Jeff Milford, Eric Pianalto, Chris Sultemeier, Dick Trammel, Angie Tucker, Vicki Vasser, Jerry Vest and Mike Watts, Jeff Wood. Board Guest – John Sampier- Cabelas, Neftaly Rodriguez- Tyson Foods. Chamber Staff – President Raymond Burns, SVP Shelle Summers, VP Vickie Grotts, VP Steve Cox, VP Geovanny Sarmiento, VP Brad Phillips, VP Jon Moran, VP Whitney Yoder, Brooklyn Wiley, Katie Wright

Action Items:

- **Introductions – Board of Directors**
- **Consent Agenda**
 - **Minutes, Board of Directors, 9/25/2014**
 - **Minutes, Executive Committee, 12/10/2014, 01/16/2015**
 - **Financial Report, 12/31/2014**
 - **Staff Report**
 - **Membership Report**
- **Consideration of Items Pulled From Consent Agenda**
- **2015 Conflict of Interest Disclosure and Code of Ethics**
- **2015 Chamber Events**
- **Lunch**
- **2015 Program of Work**
- **2015 Budget**
- **Resolution Signatories**
- **2015 RLEDC/RDF/CPI Contracts**
- **Annual Banquet**
- **2015 Rogers Development Foundation and Chamber Publications Annual Meeting**
- **Other Business**
- **Announcements**
- **Adjourn**

The meeting was called to order by Chairman Mike Watts.

Recognition of Sponsor –

Watts thanked Boneheads Restaurant for being the lunch sponsor for the board meeting. Tommy Baker with Boneheads told the Board about his business and what all they have to offer.

Board Recognition

The Board went around and introduced their selves to each other and told who they are with and what services their company provides.

Consent Agenda -

President/CEO Raymond Burns presented the Consent Agenda as it was distributed to board members prior to the meeting.

- Burns presented BOD Minutes 9/25/2014, EC Minutes 12/10/2014, 01/16/2015
- Burns presented a summary of the 12/31/2014 Financial Statement.
- Senior Vice President of Membership Services, Shelle Summers provided the membership report for 2014 and for the month-to-date in January 2015.

Motion made, seconded – Consent Agenda approved as presented.

2015 Conflict of Interest Disclosure, Code of Ethics, Antitrust Policies –

Burns reminded board members that the Conflict of Interest policy, the Code of Ethics policy, Whistleblower policy and Antitrust guidelines were distributed and approved at the Board Planning Retreat in September. All board members were asked to complete and sign the annual disclosure statements and return them to the Chamber to keep on file.

2015 Chamber Events –

Event sign-up sheets were distributed for board members to review. Board members were asked to sign up to attend events scheduled for January – March 2015. Reminders will be sent to them prior to each event for which they indicated planned attendance.

Lunch, 2015 Program of Work-

Burns reviewed the 2015 Program of Work or Business Plan. RLACC staff presented a condensed overview of the Program of Work in the areas of Economic Development, Minority Business, Government Affairs, Membership Services, Events, Community Development, Visit Rogers, and Communication & Marketing.

Motion made to approve the 2015 POW, seconded; 2015 POW approved as presented

2015 Budget –

Burns presented the 2015 Budget for review.

Motion made to approve the 2015 Budget, seconded; approved as presented

2015 Resolution Signatories –

Burns presented the 2015 Resolution Signatories for the Rogers- Lowell Chamber of Commerce recommending resolution authorizing him, Raymond Burns to conduct daily business for the corporation and the following signatories for signing checks: Raymond Burns, Mike Watts, Nick Hobbs, Ric Clifford, David Faulkner, Jerry Vest and Katie Wright.

Motion made to approve the 2015 Resolution Signatories for 2015, seconded: approved as presented

2015 RLEDC / RDF / CPI Contracts –

Burns presented the proposed contracts between the Chamber and the Rogers-Lowell Economic Development Corporation (RLEDC), Rogers Development Foundation (RDF) and Chamber Publications, Inc. (CPI). The three entities contract with the Chamber of Commerce to provide staff services and facilities. The RLEDC entity receives public funds and dues from public entities. The 2015 RLEDC contract is in the amount of up to \$544,000.

Motion made to approve, seconded; passed unanimously.

Annual Banquet and Future Meetings –

Burns reminded members of the upcoming Annual Banquet on February 27, 2015. Dates for 2015 Board of Directors meetings were included in the meeting packet.

There being no further business, the meeting was adjourned.

Respectfully submitted,
Katie Wright

Attest: _____
Mike Watts, Chairman



EXECUTIVE COMMITTEE MEETING MINUTES
Thursday, February 26, 2015
AT&T Meeting Room, Chamber of Commerce – 11:00 a.m.

Present: Mike Watts, Ric Clifford, Nick Hobbs, David Faulkner, Raymond Burns, Shelle Summers, Vickie Grotts and Katie Wright.

Mike Watts called the meeting to order

Minutes

Watts reviewed the January 22, 2015 Program of Work minutes and the minutes of the January 22, 2015 Board of Directors meeting.

A motion was made to approve the minutes. The motion was seconded and passed unanimously.

Financial Statement

The committee reviewed the January 31, 2015 financial statement.

A motion was made to approve the financial report. The motion was seconded and passed unanimously.

Staff Report

SVP Shelle Summers gave a membership report of new and dropped members.

A motion was made to approve the report. The motion was seconded and passed unanimously.

2014 Award Nominees

Burns discussed the 2014 award nominees to be presented at the 2015 Annual Banquet.

Good Neighbor: Rob Brothers
G/T Lowell award: Mary Beth Matthews
Spirit: Walmart AMP
Teacher Hall of Fame: Walter Schrader
Volunteer of the Year: Heather Slinkard
Ambassador of the Year: Jill Bright

A motion was made to approve the 2014 Award Winners. The motion was seconded and passed unanimously.

March BOD Meeting

Burns suggested moving the March Board of Directors meeting to March 19th due to Spring Break. It was decided to send an email out to the Board to make sure we have enough that will be able to attend to make a quorum.

Honorary Membership

Burns asked that Dr. DeAnne Witherspoon be made an honorary member of the chamber since she has retired and has served as a past chair of the board of directors.

A motion was made to approve the honorary membership. The motion was seconded and passed unanimously.

Resolutions

Burns discussed ACCE's push for renewed Infrastructure Investment and that the Chamber is encouraging Congress to push for the bill to be passed.

Burns also went over a resolution to clarify the mission and purpose of the Rogers-Lowell Area Chamber of Commerce. Our primary focus and mission has always been to serve the needs of our members. A contract for Economic Development services that the Rogers-Lowell Economic Development Corporation, a separate entity of the Chamber, has with the City of Rogers allows us the resources to provide economic development services to the public at large in addition to our membership. Changes have been made to the contract to better clarify the commitment the Chamber has to its members and the responsibilities to the community to help support the economic development in our area. The changes are for clarification purposes only. The contract changes will be attached with the minutes, along with a copy of the resolution.

A motion was made to approve the resolution. The motion was seconded and passed unanimously.

Respectfully submitted,
Katie Wright

Attest: _____
Mike Watts, Chairman

Rogers-Lowell Area Chamber of Commerce
Financial Statements
(UNAUDITED)
February 28, 2015

ROGERS-LOWELL AREA CHAMBER OF COMMERCE

STATEMENT OF FINANCIAL POSITION

February 28, 2015

ASSETS

CURRENT ASSETS

¹ Cash and Cash Equivalents			
² Petty cash	\$200.00		
³ Checking - operating	\$447,106.16		
⁴ Money Market Savings	\$1,233,923.11	\$	1,681,229.27
⁴ Accounts Receivable			\$236,786.76
⁶ Allowance for doubtful accts.			(\$7,737.95)
⁷ Prepaid expenses			\$20,891.87
			<hr/>
TOTAL CURRENT ASSETS		\$	1,931,169.95

FURNITURE, EQUIPMENT, AND IMPROVEMENTS

⁸ Building	\$915,237.49		
⁹ Office equipment	\$102,381.17		
¹⁰ Computer equipment	\$210,174.19		
¹¹ Furniture	\$114,307.24		
¹² Vehicles	\$53,448.74		
			<hr/>
		\$	1,395,548.83
¹³ Less: Accumulated depreciation			(\$758,110.72)
			<hr/>
TOTAL FURNITURE, EQUIPMENT, AND IMPROVEMENTS		\$	637,438.11

TOTAL ASSETS

\$ 2,568,608.06

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

¹⁶ Accrued Salaries & Wages			\$11,428.63
¹⁷ FICA withholding			\$2,010.74
¹⁸ Federal withholding			\$1,774.83
¹⁹ State withholding			\$614.81
²⁰ State unemployment			\$93.66
²¹ Federal unemployment			\$21.49
²² Accrued PTO			\$55,650.65
²³ Accrued Property Taxes			\$23,996.39
²⁴ Accounts Payable			\$21,346.87
²⁵ Deferred Income			\$170,535.40
²⁶ Current portions of Notes			\$10,733.86
			<hr/>
TOTAL CURRENT LIABILITIES			\$298,207.13

LONG TERM LIABILITIES

²⁸ Note payable - Ally Bank	\$38,098.62		
²⁸ Note payable - Copier Leases	\$3,962.99		
			<hr/>
TOTAL LONG TERM LIABILITIES		\$	42,061.61

NET ASSETS

³¹ Unrestricted Net Assets, Beginning of year			\$1,559,358.39
³² Current change in net assets		\$	668,982.93
			<hr/>
TOTAL NET ASSETS			\$2,228,339.32
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TOTAL LIABILITIES AND NET ASSETS		\$	2,568,608.06

IMPORTANT FINANCIAL RATIOS

EQUITY COMPUTATIONS

February 28, 2015

Current Ratio:

This ratio is computed by comparing total current assets to total current liabilities:

6

(A 2:1 ratio is considered norm)

Acid Test Ratio:

This ratio is computed by comparing cash and cash equivalents *only* to current liabilities:

6

**ROGERS-LOWELL AREA CHAMBER OF COMMERCE
FOR PERIOD ENDING FEBRUARY 28, 2015**

Footnotes Explained

- ¹ Cash and cash equivalents are always listed first on a properly prepared Statement of Financial Position. Cash equivalents are accounts that can be converted into cash quickly (irrespective of premature conversion penalties and the like) such as certificates of deposit (CDs).
- ² The chamber currently has petty cash on hand of \$200.00. Katie Wright is the custodian for \$100 of this fund and Judy Diffie is the custodian for \$100 to be used for events.
- ³ The chamber currently has a disbursing account and a payroll checking account at Arvest Bank with a current balance of \$46,400.05. This account does not presently earn interest. Cash for the capital campaign currently has a balance of \$400,706.11. This account does earn interest.
- ⁴ The chamber has a money market savings account at Arvest Bank currently earning .20% interest with a current available balance of \$1,233,933.11. There is no maturity date, so withdrawals are not penalized.
- ⁵ Accounts receivable are monies owed to the chamber by sponsors, advertisers and members, and other chamber affiliates.

Current account receivable balances are as follows:

		<u>2/28/2014</u>
Chamber Publications, Inc.	\$91,876.00	<u>\$71,876.00</u>
Dues, event sponsorships, advertisers, affiliates	\$117,110.76	<u>\$55,494.21</u>
Current capital campaign receivables	<u>\$27,800.00</u>	<u>\$19,000.00</u>
	<u>\$236,786.76</u>	<u>\$146,370.21</u>

- ⁶ Based on past history, the chamber has set up a bad debt allowance since January 2006 (\$544,196.39) on the present level of dues and non-dues accounts receivable. The current balance is (\$7,737.95)
- ⁷ Prepaid expenses are amounts the chamber has expended for which it will receive a future benefit. The chamber accounting policy states that these amounts will be reclassified as line-item expenses in the month the benefit is realized. \$20,891.87 Pre-paid Insurance & Database Renewal license
- ⁸ Accounting regulations state that the chamber's building, plus improvements, must be recorded in this financial statement at its historical cost and not its current market value.

Building	\$717,383.86	11/1/1996
Improvements	<u>\$197,853.63</u>	
Total cost basis	<u>\$915,237.49</u>	

Note: The land and building have a real estate tax assessed value of \$308,600.00

- ⁹ Office equipment is recorded in the financial statement at a historical cost of \$102,381.17
- ¹⁰ Computer equipment is recorded in the financial statement at a historical cost of \$210,174.19.
- ¹¹ Furniture is recorded in the financial statement at a historical cost of \$114,307.24.
- ¹² Vehicles are recorded in the financial statement at a cost of \$53,448.74.
- ¹³ The chamber policy is to depreciate and amortize assets using the straight-line method according to the following schedule:

<u>Item</u>	<u>Time Period</u>
Building	30 years
Land	Nondepreciable asset
Furniture	10 years
Electronic assets	5 years, 7 years
Leasehold improvements	Lease period remaining

**ROGERS-LOWELL AREA CHAMBER OF COMMERCE
FOR PERIOD ENDING FEBRUARY 28, 2015**

Footnotes Explained

¹⁴ The net value (cost less depreciation and amortization) is also called the book value of capitalized assets, and is as follows:

<u>Item</u>	<u>Cost</u>	<u>Accum Depr.</u>	<u>Book Value</u>
Land and Building	\$915,237.49	\$389,543.54	\$525,693.95
Office Equipment	\$102,381.17	\$89,793.23	\$12,587.94
Computer Equipment	\$210,174.19	\$171,487.10	\$38,683.63
Furniture	\$114,307.24	\$100,420.95	\$13,886.29
Vehicles	\$53,448.74	\$7,126.49	\$46,322.25
	<u>\$1,395,548.83</u>	<u>\$758,110.72</u>	<u>\$637,438.11</u>

Note : Currently an entry for accumulated depreciation of \$5,040.71 is made each month.

¹⁵ Current liabilities are amounts legally owed by the chamber to vendors, banks, and so forth, within represents a correction from a previous quarterly tax report that will be corrected in April 2006.

¹⁶ The organization employs a bimonthly payroll system whereby all employees are paid twice a month. As of the date of this statement, employees worked 2 days in February for a liability of \$9,383.82 that will be paid to employees on March 10, 2015.

¹⁷ Accrued FICA taxes for February 2015.

¹⁸ Accrued Federal withholding taxes for February 2015.

¹⁹ Accrued State withholding taxes for February 2015.

²⁰ Accrued SUTA withholding taxes for February 2015.

²¹ Accrued FUTA withholding taxes for February 2015.

²² Accrued PTO leave through February 2015.

²³ The chamber accrues property taxes of \$1,506.93 each month. On October 1 of each year property taxes will be payable to Benton County Tax Collector.

²⁴ Accounts payable are legal obligations owed to vendors for goods and services provided and currently total \$21,107.24. The chamber's policy with vendors is such that invoices will be paid within 30 days of receipt of the invoices. The chamber also has a policy whereby it takes advantage of payment discounts when offered.

²⁵ Deferred income are funds the organization received for which it owes a future service. These amounts will be reclassified as revenues in the month the service is provided. Currently the amounts are as follows:

		<u>2/28/2014</u>
Dues	\$170,535.40	\$115,605.68
Website	\$0.00	\$0.00
Capital Campaign	\$0.00	\$0.00
Non Dues	\$0.00	\$1,180.00
	<u>\$170,535.40</u>	<u>\$116,785.68</u>

With regard to dues the chamber records one-twelfth (1/12) of dues received each month as dues revenue in the month invoiced and the remaining dues are deferred. Deferred dues are reclassified as dues revenue over the next 10 months.

Deferred website sponsorships are down payments received from members for annual website listings. These funds will be reclassified as website revenues during the year.

**ROGERS-LOWELL AREA CHAMBER OF COMMERCE
FOR PERIOD ENDING FEBRUARY 28, 2015**

Footnotes Explained

²⁶ Amounts due to be paid on the notes payable over the next 12 succeeding months are as follows:

<u>Item</u>	<u>Amount</u>
Ally Bank - 2015 Yukon	\$9,724.79
Copier lease-Konica Minolta	\$1,507.56
Copier lease-Toshiba	<u>\$1,624.92</u>
	<u>\$12,857.27</u>

²⁷ Long-term debt is for amounts owed on notes excluding the next 12 months' payments. The current portion of long-term debt is classified with current liabilities.

²⁸ The chamber borrowed funds to finance the chamber motor vehicle in the form of a secured note. The loan details are as follows:

Lender	<i>Ally Bank</i>
Original Loan Amount	\$51,003.00
Date of loan	7/14/2014
Length of loan	5 years
Interest rate	2.90%
Debt service	\$915.28/month
Payoff date	8/1/2019

²⁹ The chamber has a capital lease obligation for a Toshiba copier. The details are as follows:

Lessor	DPS
Date of Lease	3/1/2013
Length of Lease	5 years
Lease payment	\$164.00/month
Lease ending date	3/1/2018

The chamber has a capital lease obligation for a Konica Minolta copier. The details are as follows:

Lessor	PBS
Date of Lease	2/1/2011
Length of Lease	5 years
Lease payment	\$185.50/month
Lease ending date	4/1/2016

³⁰ The net assets section of this statement is unique to not-for-profit organizations and represents the chamber's equity section.

³¹ Unrestricted net assets are similar to the retained earnings account appearing on the financial statements of commercial organizations in that they represent the net profit of the chamber since it has been in existence. Unrestricted net assets are also the chamber's theoretical book-value net worth.

³² Current change in net assets is the chamber's current year net profit or loss.

ROGERS-LOWELL AREA CHAMBER OF COMMERCE
STATEMENT OF ACTIVITIES

FOR PERIOD ENDING FEBRUARY 28, 2015

	<u>Current Month</u>			<u>Year - to - Date</u>			<u>Annual</u>	
	Actual	Budget	Variance Over/(Under)	Actual	Budget	Variance Over/(Under)	Budget	% of Annual Budget
REVENUE								
MEMBERSHIP								
Membership - Renewals	43,314.22	44,606.84	(1,292.62)	88,847.86	99,666.51	(10,818.65)	506,909.69	17.53%
Membership - New	8,120.46	6,041.67	2,078.79	12,322.17	12,083.34	238.83	72,500.00	17.00%
	51,434.68	50,648.51	786.17	101,170.03	111,749.85	(10,579.82)	579,409.69	17.46%
PROJECTS	64,270.00	96,175.00	(31,905.00)	371,547.85	372,225.00	(677.15)	608,045.00	61.11%
SPECIAL FUND	-	-	-	10,000.00	10,000.00	-	10,000.00	100.00%
CAPITAL CAMPAIGN	3,900.00	4,100.00	(200.00)	400,750.00	400,700.00	50.00	455,400.00	88.00%
CONTRACT								
Chamber Publications	-	-	-	-	-	-	45,000.00	0.00%
Tobacco Grant/SPFSIG Grant/CHIP	-	-	-	-	-	-	-	0.00%
C.H.I.P Program	-	-	-	60,607.77	60,607.77	-	60,607.77	100.00%
Jones Center - Engage NWA	2,531.20	2,599.83	(68.63)	5,062.40	5,199.67	(137.27)	31,198.00	16.23%
Interest Income	245.26	166.66	78.60	500.69	333.32	167.37	2,000.00	25.03%
Leadership Benton County	-	-	-	-	-	-	8,000.00	0.00%
Northwest Council Contract	7,708.37	7,708.37	-	138,328.53	138,328.37	(1.84)	882,500.00	15.50%
RLEDC	14,656.86	22,500.00	(7,843.14)	37,118.40	45,000.00	(7,881.60)	544,000.00	6.82%
Rogers Development Foundation	-	-	-	43,669.27	47,169.27	(3,500.00)	47,169.27	92.58%
Room Rental	50.00	50.00	-	225.00	100.00	125.00	600.00	37.50%
Royalties	-	100.00	(100.00)	99.40	100.00	(0.60)	7,000.00	1.42%
	25,191.69	33,124.86	(7,933.17)	285,609.46	296,838.40	(11,228.94)	1,638,075.04	17.44%
TOTAL REVENUE	144,796.37	184,048.37	(39,252.00)	1,169,077.34	1,191,513.24	(22,435.90)	3,290,929.73	35.52%
Renewals - Invoiced - 2015	47,660.00	44,606.84	3,073.16	105,505.33	99,666.51	5,838.82	506,909.69	
New Members-Invoiced - 2015	8,805.39	6,041.67	2,763.72	13,260.70	12,083.34	1,177.36	72,500.00	

ROGERS-LOWELL AREA CHAMBER OF COMMERCE

STATEMENT OF ACTIVITIES

FOR PERIOD ENDING FEBRUARY 28, 2015

	Current Month			Year - to - Date			Annual	
	Actual	Budget	Variance Over/(Under)	Actual	Budget	Variance Over/(Under)	Budget	% of Annual Budget
EXPENSES								
HUMAN RESOURCE								
Employee Insurance	10,153.08	9,263.33	889.75	20,405.44	18,526.67	1,878.77	111,160.00	18.36%
Payroll Other Cost	211.48	-	211.48	803.76	-	803.76	75,400.00	1.07%
Payroll Taxes	9,565.86	11,666.66	(2,100.80)	23,569.49	23,333.32	236.17	139,999.92	16.84%
Salaries and Wages	123,251.15	152,150.13	(28,898.98)	269,901.68	304,300.26	(34,398.58)	1,825,801.56	14.78%
401K - Employer Contribution	4,245.14	5,150.00	(904.86)	8,671.39	10,300.00	(1,628.61)	61,800.00	14.03%
401K - Other Costs	-	266.67	(266.67)	530.34	533.33	(2.99)	3,200.00	15.57%
	<u>147,426.71</u>	<u>178,496.79</u>	<u>(31,070.08)</u>	<u>323,882.10</u>	<u>356,993.58</u>	<u>(33,111.48)</u>	<u>2,217,361.48</u>	<u>14.61%</u>
PROJECTS	27,588.51	53,778.17	(26,189.66)	130,520.99	\$160,726.84	(30,205.85)	\$422,024.49	30.93%
CAPITAL CAMPAIGN	1,464.41	7,541.67	(6,077.26)	2,724.75	\$15,083.33	(12,358.58)	90,500.00	3.01%
ADMINISTRATIVE								
Accounting Fees	1,249.69	2,333.33	(1,083.64)	4,250.00	3,000.00	1,250.00	15,350.00	27.69%
Automotive Expense	-	-	-	2,547.56	4,666.66	(2,119.10)	28,000.00	9.10%
Bad Debt	-	-	-	-	30,000.00	(30,000.00)	60,000.00	0.00%
Bank Charges	455.51	725.00	(269.49)	918.96	1,450.00	(531.04)	8,700.00	10.56%
Building Insurance	317.58	300.00	17.58	635.16	600.00	35.16	3,600.00	17.64%
Building Maintenance	493.43	1,916.67	(1,423.24)	2,954.01	3,833.33	(879.32)	23,000.00	12.84%
Community Local	65.60	50.00	15.60	115.92	100.00	15.92	600.00	19.32%
Conference Registration	-	1,000.00	(1,000.00)	1,072.51	2,000.00	(927.49)	12,000.00	8.94%
Staff Development	-	-	-	-	-	-	-	0.00%
Depreciation	5,040.71	5,833.33	(792.62)	10,081.42	11,666.67	(1,585.25)	70,000.00	14.40%
Director liability Insurance	191.92	175.00	16.92	383.84	350.00	33.84	2,100.00	18.28%
Dues, Subscriptions & Licenses	724.47	833.33	(108.86)	1,928.90	1,666.66	263.24	10,000.00	19.30%
Equipment Contracts/Leases	313.61	541.66	(228.05)	528.22	1,083.32	(555.10)	6,500.00	8.13%
Interest Expense	188.58	125.00	63.58	379.09	250.00	129.09	1,500.00	25.27%
Lowell E D Office Rent & Expenses	953.25	953.25	-	1,906.50	1,906.50	-	11,439.00	16.67%
Computer Maintenance and Repairs	1,295.23	833.33	461.90	1,698.40	1,666.66	31.74	10,000.00	16.98%
Miscellaneous	400.00	1,250.00	(850.00)	2,000.63	2,500.00	(499.37)	15,000.00	13.34%
Office Supplies and Expenses	748.10	1,666.66	(918.56)	1,372.74	3,333.32	(1,960.58)	20,000.00	6.86%
Postage	1,506.93	1,506.93	-	3,013.86	3,013.86	-	18,083.16	16.67%
Property Tax Expense	1,598.98	1,750.00	(151.02)	3,215.14	3,500.00	(284.86)	21,200.00	15.17%
Telephone	1,901.48	1,750.00	151.48	3,962.71	3,500.00	462.71	21,000.00	18.87%
Utilities	17,445.07	23,543.49	(6,098.42)	42,966.57	80,086.98	(37,120.41)	358,072.16	12.00%
TOTAL EXPENSE	<u>193,924.70</u>	<u>263,360.12</u>	<u>(69,435.42)</u>	<u>500,094.41</u>	<u>612,890.74</u>	<u>(112,796.32)</u>	<u>3,087,958.14</u>	<u>16.19%</u>
CHANGE IN NET ASSETS	<u>(49,128.33)</u>	<u>(79,311.75)</u>	<u>30,183.42</u>	<u>688,982.93</u>	<u>578,622.51</u>	<u>90,360.42</u>	<u>202,971.59</u>	<u>329.58%</u>

ROGERS-LOWELL AREA CHAMBER OF COMMERCE
STATEMENT OF CASH FLOWS
YEAR TO DATE ENDED FEBRUARY 28, 2015

CASH FLOWS FROM OPERATING ACTIVITIES

Net Income	\$668,982.93
Adjustments to reconcile Net Income to net cash provided by operating activities:	
Depreciation	\$9,724.72
Allowance for uncollectible accounts	(\$14,058.13)
Change in:	
Accounts receivable	(\$54,414.06)
Prepaid expenses	(\$1,558.39)
Accounts payable	\$1,385.70
Accrued liabilities	(1,667.78)
Deferred revenue	(\$68,921.41)
	<u>(\$125,175.94)</u>
Total Adjustments	<u>(\$129,509.35)</u>
¹ Net Cash From Operating Activities	\$539,473.58

CASH FLOWS FROM INVESTING ACTIVITIES

Capital expenditures	<u>930.38</u>
² Net Cash (Used For) Investing Activities	\$930.38

CASH FLOWS FROM FINANCING ACTIVITIES

Principal payments on long-term debt	<u>(\$12,857.27)</u>
³ Net Cash (Used For) Financing Activities	<u>(\$12,857.27)</u>

⁴ NET CHANGE IN CASH AND CASH EQUIVALENTS **\$527,546.69**

⁵ CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR **\$1,153,682.58**

⁶ CASH AND CASH EQUIVALENTS, END OF MONTH **\$1,681,229.27**

¹ The amount of cash the chamber received or used during the period due to operating activities.	
Accrued PTO	\$539,473.58
² The amount of cash the chamber used on items purchased with a useful life of greater than one year.	
Deferred Income	(\$930.38)
³ The amount of cash the chamber received from borrowing funds.	
This amount for the period ending Feb 28 is	(\$12,857.27)
⁴ The overall change in the chamber's cash and cash equivalents for the period.	
⁵ Cash and Cash equivalents for the chamber as of 01/01/2015.	
⁶ Cash and Cash equivalents for the period ending Feb 28, 2015.	
An increase in cash from January 31 of	\$527,546.69

ROGERS-LOWELL AREA CHAMBER OF COMMERCE
SUPPORTING SCHEDULES

YEAR TO DATE ENDED FEBRUARY 28, 2015

PROJECTS	REVENUE		EXPENSE		NET		OVER / (UNDER) BUDGET		
	YTD ACTUAL	ANNUAL BUDGET	%	YTD ACTUAL	ANNUAL BUDGET	%		YTD	ANNUAL BUDGET
Academic Awards	10,750.00	10,000.00	107.50%	1,750.00	4,150.00	42.17%	9,000.00	5,850.00	3,150.00
Ambassador	370.00	1,850.00	20.00%	193.30	1,780.00	10.86%	176.70	70.00	106.70
Annual Banquet	108,525.00	101,750.00	106.66%	14,497.51	66,500.00	21.80%	94,027.49	35,250.00	58,777.49
Board Planning Retreat	2,250.00	11,020.00	20.42%	-	11,020.00	0.00%	2,250.00	-	2,250.00
Bowling for Business	1,300.00	6,370.00	20.41%	900.00	3,470.00	25.94%	400.00	2,900.00	(2,500.00)
Business After Hours	14,150.00	11,850.00	119.41%	3,900.00	550.00	709.09%	10,250.00	11,300.00	(1,050.00)
NWA Biz Expo	29,500.00	92,100.00	32.03%	11,750.00	68,700.00	17.10%	17,750.00	23,400.00	(5,650.00)
Business to Business	5,730.00	10,250.00	55.90%	2,226.12	6,150.00	36.20%	3,503.88	4,100.00	(596.12)
Candidate forums	-	-	0.00%	-	-	0.00%	-	-	-
Chamber Night at City/Schools	4,000.00	2,250.00	177.78%	764.54	540.00	141.58%	3,235.46	1,710.00	1,525.46
Chamber University	1,660.00	2,500.00	66.40%	-	400.00	0.00%	1,660.00	2,100.00	(440.00)
Coffee Connection	5,000.00	4,600.00	108.70%	-	-	0.00%	5,000.00	4,600.00	400.00
Education Awards	75.00	300.00	25.00%	-	195.00	0.00%	75.00	105.00	(30.00)
Emerging Leaders	5,400.00	6,950.00	77.70%	3,268.15	6,950.00	47.02%	2,131.85	0.00	2,131.85
K2J Connect Workforce Ed	-	2,500.00	0.00%	-	500.00	0.00%	-	2,000.00	(2,000.00)
Community Diversity Celebration	3,250.00	2,500.00	130.00%	1,000.00	700.00	142.86%	2,250.00	1,800.00	450.00
First Leadership	-	6,000.00	0.00%	3,221.84	6,000.00	53.70%	(3,221.84)	-	(3,221.84)
Fishing Tournament	35,660.00	65,400.00	54.53%	9,300.00	49,250.00	18.88%	26,360.00	16,150.00	10,210.00
GA - Other	2,600.00	6,200.00	41.94%	-	6,200.00	0.00%	2,600.00	0.00	2,600.00
Golf Fall Tournament	14,000.00	25,400.00	55.12%	7,200.00	17,935.00	40.14%	6,800.00	7,485.00	(685.00)
Golf Spring Tournament	27,050.00	47,750.00	56.65%	4,600.00	29,850.00	15.41%	22,450.00	17,900.00	4,550.00
Job Fair	33,150.00	65,600.00	50.53%	21,000.00	52,100.00	40.31%	12,150.00	13,500.00	(1,350.00)
Large Industry Council	3,250.00	2,800.00	116.07%	-	1,600.00	0.00%	3,250.00	1,200.00	2,050.00
Social Media Packages	-	4,800.00	0.00%	-	-	0.00%	-	4,800.00	(4,800.00)
Leaders Conference/Vision 2025	-	-	0.00%	-	-	0.00%	-	-	-
Legislative Issues - Forums	3,528.75	2,500.00	141.15%	707.68	1,000.00	70.77%	2,821.07	1,500.00	1,321.07
Lowell - Volunteer Appreciation	2,250.00	5,750.00	39.13%	750.00	1,300.00	57.69%	1,500.00	4,450.00	(2,950.00)
Lunch & Entertainment	300.00	-	0.00%	752.99	1,500.00	50.20%	(452.99)	(1,500.00)	1,047.01
FY1 Sunrise Seminar Series	1,430.00	1,450.00	98.62%	700.00	550.00	127.27%	730.00	900.00	(170.00)
Mailout - Relocation	3,500.00	3,500.00	100.00%	500.00	-	0.00%	3,000.00	3,500.00	(500.00)
Mainstreet Rogers	-	-	0.00%	-	1,000.00	0.00%	-	(1,000.00)	1,000.00
Map Sales	9.00	20.00	45.00%	-	-	0.00%	9.00	20.00	(11.00)
Member focus luncheon	-	-	0.00%	-	-	0.00%	-	-	-
Miscellaneous Income	40.10	150.00	26.73%	-	-	0.00%	40.10	150.00	(109.90)
New member Orientation	2,400.00	2,200.00	109.09%	-	300.00	0.00%	2,400.00	1,900.00	500.00
Newsletter	12,725.00	20,300.00	62.68%	18,117.68	46,600.00	38.88%	(5,392.68)	(26,300.00)	20,907.32

	YTD ACTUAL	REVENUE	%	YTD ACTUAL	EXPENSE	%	YTD	ANNUAL BUDGET	OVER / (UNDER) BUDGET
		ANNUAL BUDGET			ANNUAL BUDGET			NET	
NWA Diversity Council	4,750.00	11,500.00	41.30%	500.00	3,000.00	16.67%	4,250.00	8,500.00	(4,250.00)
Manufacturing Guide	-	50.00	0.00%	-	-	0.00%	-	50.00	(50.00)
Small Business Awards	-	-	0.00%	-	-	0.00%	-	-	-
Spanish Seminar Series	1,500.00	2,500.00	60.00%	-	600.00	0.00%	1,500.00	1,900.00	(400.00)
Other Publications	15.00	50.00	30.00%	-	-	0.00%	15.00	50.00	(35.00)
Race For the Spike	-	6,500.00	0.00%	-	6,500.00	0.00%	-	-	-
Recognition Awards	-	-	0.00%	-	-	0.00%	-	-	-
Ribbon Cutting Photos	1,140.00	1,430.00	79.72%	322.50	709.50	48.45%	817.50	720.50	97.00
Relocation lists	90.00	180.00	50.00%	-	-	0.00%	90.00	180.00	(90.00)
Teacher of the Year	750.00	750.00	100.00%	-	150.00	0.00%	750.00	600.00	150.00
Teachers Fair	6,950.00	20,525.00	33.86%	425.00	3,525.00	12.06%	6,525.00	17,000.00	(10,475.00)
Washington Fly-In	-	2,250.00	0.00%	-	2,250.00	0.00%	-	-	-
Weekly Chamber Email	6,500.00	15,700.00	41.40%	5,600.00	8,500.00	65.88%	900.00	7,200.00	(6,300.00)
Gain/Loss on fixed Assets	-	-	0.00%	573.68	-	0.00%	(573.68)	-	(573.68)
Website	16,000.00	20,000.00	80.00%	16,000.00	10,000.00	160.00%	-	10,000.00	(10,000.00)
	371,547.85	608,045.00	61.11%	130,520.99	422,024.49	30.93%	241,026.86	186,020.51	55,006.35
		REVENUE	%	YTD ACTUAL	EXPENSE	%	YTD	NET	OVER / (UNDER) BUDGET
		ANNUAL BUDGET			ANNUAL BUDGET				

ROGERS-LOWELL AREA CHAMBER OF COMMERCE
STATEMENT OF FUNCTIONAL EXPENSE - CAPITAL CAMPAIGN
FOR PERIOD ENDING FEBRUARY 28, 2015

	<u>Initiative One</u>	<u>Initiative Two</u>	<u>Initiative Three</u>	<u>Initiative Four</u>	<u>Capital Campaign Expense</u>	<u>Total</u>
	<u>Business & Economic Development</u>	<u>Governmental Affairs</u>	<u>Small Business Outreach</u>	<u>Defining the Destination</u>		
<u>EXPENSES</u>						
Professional fees, consultants	\$ -	\$ -	\$ -	\$ -	\$ 115.17	\$ 115.17
Advertising and public relations	\$ -	\$ 540.00	\$ -	\$ 32.74	\$ -	\$ 572.74
Travel	\$ -	\$ 675.00	\$ -	\$ -	\$ -	\$ 675.00
Supplies	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Postage	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Printing and copying	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Production Expense	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Utilities & Telephone	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Equipment Expense	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Equipment repair & maintenance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Awards & Recognition	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Staff Development	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Speakers	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Local transportation	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Dues and subscriptions	\$ -	\$ 1,236.84	\$ 125.00	\$ -	\$ -	\$ 1,361.84
Entertainment	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Food	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Meetings	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Expenses	\$0.00	\$2,451.84	\$125.00	\$32.74	\$115.17	\$2,724.75

Members Joined

2/1/2015 to 2/28/2015

ID #	Profile Name	Main Profile	Work Phone	Sold By	Date Joined	Annual Dues
41282	Advantage Primary Care	Ginny Wallace	(479) 463-8152	Jacque Eakins	02/16/2015	\$150.00
41345	Aflac Regional Office	W. Michael Hurley	(479) 595-3229	Online Member	02/11/2015	\$290.00
41334	Aristotle	Marla Johnson	(501) 374-4638	Steve Cox	02/10/2015	\$595.00
3931	Beltone Hearing Center	Pat Dittmer	(479) 636-8844	Online Member	02/09/2015	\$290.00
41329	CIS - Consultative Insurance Solutions	Lesia Gay	(479) 586-6043	Ashley Matsumur	02/09/2015	\$290.00
41399	CMC Sealcoating & Linestripping, LLC	Teresa Crawley	(479) 220-9190	Online Member	02/19/2015	\$290.00
5644	Community First Bank	Mary Edwards	(479) 451-4025	Online Member	02/24/2015	\$365.00
39793	Creative Things LLC			Jacque Eakins	02/26/2015	\$415.00
1198	Delta Systems & Automation, Inc.	Ed Krug	(479) 631-2210	Steve Cox	02/18/2015	\$555.00
41331	East-Harding Construction	Christina Lusk	(479) 287-7333	Shelle Summers	02/09/2015	\$315.00
39991	East-Harding Construction	Christina Lusk	(479) 287-7333	Shelle Summers	02/09/2015	\$315.00
24723	Elizabeth Richardson Center	Kate Lunsford	(479) 872-1800	Shelle Summers	02/26/2015	\$150.00
40064	Financial Concepts Mortgage	Sherry Sherrell	(479) 715-8015	Shelle Summers	02/24/2015	\$400.00
3472	First National Bank	Carolee Byrne	(479) 631-8888	Shelle Summers	02/26/2015	
39269	Freedom5:one Ministries	Tim Howington	(479) 263-7313	Jacque Eakins	02/12/2015	\$150.00
40515	Heritage Indian Motorcycles of NWA	Justin Vandevort	(479) 633-8443	Jacque Eakins	02/04/2015	\$290.00
20186	Microtel Inn & Suites by Wyndham	Herman Grewal	(479) 636-5551	Jacque Eakins	02/20/2015	\$550.00
41413	One Source Innovation	Matt Koch	(479) 245-2513	Geovanny Sarmie	02/24/2015	\$290.00
41358	Preston and Company	Preston Bacon	(479) 273-2266	Steve Cox	02/13/2015	\$365.00
40810	Roopesh Rajendran			Geovanny Sarmie	02/04/2015	\$145.00

As of 3/16/2015

ID #	Profile Name	Main Profile	Work Phone	Sold By	Date Joined	Annual Dues
40623	Rapha Center for Women's Ministries, In	Karen Buth	(479) 372-4370	Marni Rogers	02/13/2015	\$150.00
41409	Roberts GR Strategies	Sarah Collins	(479) 802-6694	Erin Jernigan	02/20/2015	\$290.00
21743	Dr. DeAnne Witherspoon				02/26/2015	
40901	Wyandotte Nation Casino	Sarah Binning	(918) 678-4946	Shelle Summers	02/10/2015	\$900.00
28851	Whitney Yoder			Shelle Summers	02/26/2015	
Total Joined					25	
Grand Total Dues						\$7,235.00

Dropped Members

02/01/2015 to 02/28/2015

ID #	Profile Name	Main Profile	DropReason	Date Joined	Date Dropp	Annual Dues
25694	Frank Adase		former employee and former capital campaign donor	12/06/2011	02/19/2015	\$0.00
38645	Advantage Business Funding	Andrew Adams	no response	06/24/2013	02/19/2015	\$200.00
36340	Arkansas Promotional Products		Ken Abernathy can't afford to renew this membership but will renew Big Hats Consulting and we should receive payment soon.	05/25/2012	02/23/2015	\$150.00
35290	BHI Solutions	Brent R. Hale	can't afford to renew at this time. will re-join in future when financially possible.	04/02/2012	02/05/2015	\$250.00
39334	Body By Vi - Kelly & Paige Moreland	Paige Moreland	didn't renew because doesn't have time to get involved but liked our Chamber	11/13/2013	02/05/2015	\$200.00
4867	Budget Blinds of Rogers	Dean & Lori Homstad	did not bring the value we were looking for	04/23/2003	02/24/2015	\$290.00
14392	Lonnie Burden		no response, dropping for non payment, working for JB Hunt	04/10/2012	02/24/2015	\$145.00
10373	Megan Cuddy		former employee and capital campaign donor	06/06/2007	02/19/2015	\$0.00
21156	Betty Evans		no reason given	07/11/2007	02/18/2015	\$0.00
39751	Excel Displays & Packaging	Steve Peterson	office closed, web site is still active, so not sure if still in business	03/04/2014	02/24/2015	\$290.00
38111	FarmBoxDelivers.com	Zachery Brown		06/03/2013	02/03/2015	\$290.00
20583	First Federal Bank - Bentonville Central (06/06/2007	02/13/2015	\$0.00

ID #	Profile Name	Main Profile	DropReason	Date Joined	Date Dropp	Annual Dues
20579	First Federal Bank - Rogers Hudson Office		dropped courtesy membership. this office closed	06/06/2007	02/03/2015	\$400.00
30488	Genesis Chiropractic	Dr. Jason Blackletter	no response, dropping for non payment	03/05/2010	02/24/2015	\$290.00
18483	Green Bean	Sarah Adams		07/18/2013	02/05/2015	\$315.00
40225	Green Bean, Inc.	Sarah Adams		06/10/2014	02/05/2015	\$0.00
38889	Insurance Matters	Renee Taylor	appreciated the Chamber giving her time to make a decision but decided not to renew. wasn't happy with business expo and focusing on another marketing avenue.	08/07/2013	02/17/2015	\$200.00
32521	Jason Kaundart Agency - American Natic	Jason Kaundart		06/19/2013	02/09/2015	\$290.00
37619	Landmarks of Eureka Springs LLC / Quee	Beth Kikoen	can't afford to renew at this time. said we were a great Chamber.	01/29/2013	02/05/2015	\$290.00
38337	NWA Financial Partners	Andrew Kuettel	can't renew at this time	02/13/2014	02/05/2015	\$290.00
36678	O'Reilly Auto Parts	Ryan Freeman	main account dropped, so dropped courtesy membership	07/19/2012	02/19/2015	\$0.00
5561	O'Reilly Auto Parts	Ron England	main account dropped, so dropped courtesy membership	10/14/2005	02/19/2015	\$277.50
36673	O'Reilly Auto Parts	Ryan Freeman	main account dropped, so dropped courtesy membership	07/19/2012	02/19/2015	\$0.00
1478	O'Reilly Auto Parts	Ryan Freeman		03/01/1986	02/19/2015	\$290.00
28026	O'Reilly Auto Parts	Ryan Freeman	main account dropped, so dropped courtesy membership	03/01/1986	02/19/2015	\$0.00
37273	Partytime Ponies	Jack and Julie Johansen	can't afford to renew at this time	11/12/2012	02/09/2015	\$200.00

ID #	Profile Name	Main Profile	DropReason	Date Joined	Date Dropp	Annual Dues
37312	Partytime Ponies	Jack and Julie Johansen	dropping courtesy membership because mair account was dropped	11/12/2012	02/09/2015	\$0.00
37425	Planet Fitness		dropped courtesy membership since main account dropped - spending marketing dollar elsewhere	01/25/2013	02/13/2015	\$0.00
35621	Planet Fitness	Buck Ortega	spending marketing dollar elsewhere	01/13/2012	02/13/2015	\$290.00
33639	R & D Electrical - Solar, Inc.	Don Geierman	no response, dropping for non payment	02/22/2011	02/24/2015	\$200.00
38775	Radiophone of NW. Ar. Inc.	Roy Coble	Does not see the value in membership and doesn't have anyone to participate in our events.	07/18/2013	02/03/2015	\$290.00
36997	Re-juve.me		owner deceased	03/20/2013	02/13/2015	\$290.00
2465	SAIC Energy, Environment & Infrastructu		closed Arkansas office	04/02/1996	02/17/2015	\$290.00
36028	School of Rock	Jennifer Register	no response, dropping for non payment	03/15/2012	02/24/2015	\$290.00
38846	ServFM	Terry Delany		02/18/2014	02/09/2015	\$290.00
30774	Simply Serenity, LLC	Connie Longtin	attended most Coffee Connections and BAH events but wasn't interested in renewing membership	11/16/2011	02/18/2015	\$175.00
2739	Ski & Sports, Inc.	Kim Williams	not interested in renewing at this time and not interested in Buddy Bass	03/26/2013	02/23/2015	\$290.00
38521	Southern Shingles, Division of SRS Acqu	Jordan Vasquez	Rogers office closed - merged with Ft. Smith	06/21/2013	02/18/2015	\$290.00
2737	Terra Studios	James Ulick	can't afford to renew at this time	06/22/2010	02/06/2015	\$250.00
36549	TransManage Worldwide	Rick Ringhausen	no response from new owner	01/08/2013	02/25/2015	\$290.00

ID #	Profile Name	Main Profile	DropReason	Date Joined	Date Dropp	Annual Dues
39307	Wine Basket / High Spirits / Liquor	Eric George	will re-join in future when has more time to get involved.	11/20/2013	02/18/2015	\$250.00
Total Dropped 41						\$8,142.50



**STAFF REPORT to the
BOARD OF DIRECTORS**

March 2015



Administration

STAFF:

Vickie Grotts
Vice President of
Accounting & Finance

Judy Diffie
Finance Manager

Amanda Mills
Information Specialist

Marni Rogers
Member Services
Representative

Ashley Matsumura
Information Specialist

Katie Wright
Assistant to the President

Brad Phillips
Vice President
of Marketing
Communications

Nick Smith
Creative Services
Manager

Marketing Communications

Chamber Voice and The Good Life Publications

Published and distributed *Chamber Voice* for January, February (2014 Annual Report), March (2015 Business Plan) and April.

The Good Life 2015-16 Visitors and Relocation Guide was published and distributed at the 93rd Annual Banquet in February and will be mailed to members in late April.

RogersLowell.com

Through February, the RogersLowell.com website has recorded a total of **23,830** Unique Visitors and **60,173** total Page Views.

Top Categories Searched & Number of Times each Category Displayed: January 1 through February 28, 2015

Banquet/Meeting Rooms	=	803
Trash Services	=	352
Gun Range	=	337
Manufacturers	=	334
Hotels - Extended Stay	=	291
Furniture	=	247
Dog Training	=	243
Employment Agencies/Services	=	242
Hotels/Motels	=	230
Restaurants - All	=	230

Most Popular Events on the Website Calendar (in order): January 1 through February 28, 2015

Chamber University Maximizing Social Media	=	2,086
2015 B2B VIP Registration	=	1,470
93 rd Annual Banquet	=	1,141
NWAEL Board Certification January 2015	=	739
Business After Hours February 19, 2015	=	355
B2B After Hours January 28, 2015	=	348
2015 Chamber Night at Rogers City Council	=	299
Chamber University's SSS Healthcare Compliance	=	274
2015 State Legislative Forum February 7, 2015	=	252

Website Traffic

Google Analytics Dashboard | results through 02/28/15

	Visits	Page Views	Pages /Visit	New Visits	Unique Visitors	Home Page Views	Mobile Web App Views
Jan-15	16,066	32,060	2.0	74%	13,413	2,545	5,998
Feb-15	13,155	28,113	2.1	68%	10,417	2,643	6,155

Email Communications

"Monday Memo" | data through 02/28/15

	Messages Sent	Total Distribution	Email Avg./Wk.	Avg. Message Opens/Week	Avg. Clicks/Week
Jan-15	4	11,567	2,891	780 or 27%	64 or 8%
Feb-15	4	11,415	2,854	785 or 27.5%	62 or 8%

"Calendar at a Glance" | data through 02/28/15

	Messages Sent	Total Distribution	Email Avg./Wk.	Avg. Message Opens/Week	Avg. Clicks/Week
Jan-15	5	14,017	2,803	730 or 26%	42 or 6%
Feb-15	4	11,054	2,763	719 or 26%	62 or 9%

"NWA Emerging Leaders Monthly Newsletter" | Mailings Began in February

	Messages Sent	Total Distribution	Avg. Message Opens/Mo.	Avg. Clicks/Mo.
Jan-15	N/A	N/A	N/A	N/A
Feb-15	1	489	193 or 41.2%	17 or 8.8%

Social Media Summary: Through March 15, 2015

- **Facebook**
 - RLACC – **2,146** “Likes”, increase of one (1) since February.
 - Visit Rogers – **2,942** “Likes”, decrease of 121 since February.
 - NWA Emerging Leaders – **533** “Likes”, increase of 12 since February.

- **Twitter**
 - RLACC – **3,594** “Followers”, increase of 109 since February.
 - Visit Rogers – **1,883** “Followers”, increase of 47 since February.
 - NWA Emerging Leaders – **962** “Followers”, increase of 55 since February.

- **LinkedIn**
 - RLACC – **1,041** “Members”, increase of three (3) since February.
 - NWA Emerging Leaders – **456** “Members”, an increase of four (4) since February.

Chamber News

To-date, a total of five (5) Chamber News articles have been posted on RogersLowell.com.

Member News

To-date, a total of 19 Member News articles have been posted on RogersLowell.com.

Community Development

STAFF:

Whitney Yoder
Vice President of
Development

Programs in the Community Development Division impact and enhance the quality of life in Rogers, Lowell and the region by improving lifestyles and amenities enjoyed by residents as well as attracting newcomers and visitors, while developing leaders for the future.

Objective: Develop future community leaders.

Coordinate the *Leadership Benton County* program with a goal of 40 participants completing the program. This program increases the number of trained and knowledgeable leaders in Benton County.

- The *Leadership Benton County* program year runs August through May. The current class, LBC13, has 35 participants. The program provides participants with leadership skills and an introduction to the community. The January session focused on the various factors of the Benton County economy. The February session took the class to Little Rock to experience state government. The class learned about the legislative process, toured the Capitol and met with elected officials.

In partnership with the Northwest Arkansas Emerging Leaders (NWAEL), engage new or young business professionals in the region by inviting them to and hosting six professional development programs that focus on volunteerism, leadership skills development and board service.

- Through a planning retreat of NWAEL the mission statement of the group was updated. The new mission statement more adequately identifies NWAEL as a young professional group and defines their role: "NWAEL exists to engage and connect Northwest Arkansas young professionals through personal and professional development experiences."
- Lunch with a Leader provides NWAEL members access to the region's top leadership and facilitates a casual, informal discussion. The first program in 2015 was February 20 and featured Sam Sicard, President and CEO of First Bank Corp. The event was sold out.
- NWAEL held the first of two *Board Service Certification* seminars Friday, January 16 with 41 participants. This program has a great history and reputation, and focuses on four (4) key areas of board service: commitments and expectations; legal and ethical considerations; and, finance and fundraising. The date of the second seminar is Friday, August 21.
- Quarterly programs provide members the opportunity to receive personal or professional development experiences and are planned by the workgroups. The 1st Quarter program is scheduled for late March, and hosted by the Greenways and Trails Workgroup. It features Misty Murphy, NWA Trails Coordinator.

Increase membership of NWAEL and become more regionally diverse by partnering with other community leadership development organizations to invite new members from across the region to join.

- NWAEL held its 1st Quarter *Member Orientation* on January 14. The orientation allows members to network and hear about the various workgroups. A total of 19 new members attended. The next orientation is April 8.
- NWAEL | Connect is an informal event that allows members and potential members the opportunity to connect with others, connect with the organization and connect with Northwest Arkansas in between the quarterly Member Orientation events. The first event of 2015 was a happy hour on February 11 with 40 people attending.
- NWAEL continues to nurture strategic partnerships with the *Walmart and Sam's Club Professional Advisory Council (The Network)*, *Crystal Bridges ArtInFusion* and *Tyson Young Professionals* to enhance programming and grow the membership base. A newly formed informal partner is the *J.B. Hunt Resource Group, Grow*.
- Current NWAEL membership is 555. This is an increase of 11 since January and 11 year-to-date.

Staff and volunteers will coordinate leadership development activities for high school students within the Rogers School District as part of the *First Leadership* program. Twenty high school students will graduate from the program each year and become more active and knowledgeable about their community.

- The 2014/15 First Leadership class held the State Government/Little Rock exploration tour in February. Students were able to learn about the legislative process, meet with elected officials, tour the Clinton Library and tour Central High School. A total of 17 students are participating.

Objective: Support education.

Facilitate the *Community-based Scholarship Program*, which will award 15 percent of *Rogers Public Schools* graduates with scholarships to further their education.

- Planning in progress.

Host a Chamber Night reception prior to the *Rogers Public Schools Annual Report* with 75 Chamber members and members of the public in attendance. This event introduces members to elected officials and the idea of public service, as well as issues facing the school district.

- Event is to be scheduled for this fall.

Award 650 students at Rogers High School, Rogers Heritage High School and Rogers New Technology High School with Academic Awards for maintaining a 3.5 GPA for two consecutive semesters.

- Rogers Heritage High School and Rogers High School Academic Awards are scheduled for April 9 and April 23, respectively. Rogers New Technology High School's ceremony is TBD.

Honor three outstanding educators in the *Rogers Public Schools District* with the distinct honor of "Educator of the Year" award at the Elementary, Middle and High School levels.

- Nomination information was distributed to all principals in January. Nominations were due February 20. Selection will take place in March and awards given in April and May.

Host the annual *Teacher's Appreciation Breakfast and Education Fair* with 80 vendors and 1,000 educators taking part. The event rewards teachers for their dedication and hard work while providing a welcoming environment to start the new school year.

- The event will be held in August at a date TBD.

Objective: Begin Implementation of *Vision 2030 Community Action Plan*.

Convene three (3) meetings of the *Vision 2030 Community Action Plan* Implementation Committee to discuss implementation tactics, partners and progress.

- Staff is currently working on a meeting calendar for 2015.

Develop a scorecard to track progress and communicate progress to membership, community and partners via a board presentation, *Chamber Voice* and updated scorecard report.

- Work in progress.

Development

STAFF:

Whitney Yoder
Vice President of
Development

The Development Division works to grow revenue and retain current funding sources for the Chamber in order to facilitate a strong Program of Work (POW) that will continue to support economic development, workforce recruitment, business advocacy and quality of life initiatives. Through outreach and communications efforts the business community will gain a better understanding of the direct impact that *Impact Possible 2016* has to the region.

Objective: Facilitate ongoing effort to grow *Impact Possible* funds.

Staff will maintain a working prospect list of 50 potential *Impact Possible* investors and cultivate 10 new investors at the \$5,000+ level. Staff will identify and apply for funds from five (5) corporate foundations that align with *Impact Possible*.

- Work in progress.

Objective: Effectively communicate quantifiable accomplishments to investors.

Staff will schedule and meet one-on-one with 40 current investors at each investor's location to build rapport and assure investment renewal.

- Staff met with five (5) current investors in January.

Staff will host the annual *Impact Possible* update meeting with 25 investors attending and five (5) potential investors attending to share major accomplishments and important announcements and facilitate networking amongst investors.

- Meeting will be scheduled for the 4th Quarter.

Staff will send bi-annual email communications to current investors sharing the latest economic development and advocacy news and additional "insider" information to *Impact Possible* investors.

- Communications will be sent in March/April.

Staff will host *Board of Advisor* level investors at special events and after hours opportunities.

- This is an ongoing effort that will be utilized appropriately as opportunities are presented.

Objective: Build *Impact Possible* brand awareness within the business community and community-at-large.

Staff will execute a strategic external communications plan for *Impact Possible* to establish both a positive outlook for the Rogers-Lowell Area economy, pro-business atmosphere, and to recognize investors.

- Staff is working currently with the Marketing Communications team to plan and schedule advertising and public relations activities for 2015.

Objective: Maintain current grant funding sources.

Staff will fulfill report requirements of all current grant funding, submit renewal grant applications to current funding sources when appropriate and identify federal funding sources for current Chamber programming.

- All reporting requirements are currently up-to-date.

Visit Rogers

STAFF:

J.R Shaw
Executive Director

Erin Jernigan
Convention Sales
Manager

Visit Rogers impacts the Rogers economy and community by working diligently to bring conventions, sporting events and groups to Rogers who will stay in hotels, eat in restaurants, shop in stores and enjoy all the wonderful amenities Rogers has to offer.

Objective: Generate overnight visitors that will produce room nights for Rogers hotels and business for our attractions, restaurants and retailers.

Staff will book 58 meetings, conventions and / or sports events in Rogers resulting in 18,500 room nights and provide services to 33,000 visitors.

- A total of 34 leads have been sent out resulting in four (4) groups booking in Rogers.

- A total of two (2) groups have met in Rogers this year resulting in 550 room nights.

Create and place ads in appropriate publications and online to drive visitors to Rogers, resulting in a four (4) percent increase in the Rogers hotel tax collections.

- Year-to-date the Rogers hotel tax is up 10.26 percent.

Staff will identify 50 prospects per month utilizing MINT, online sources and networking.

- A total of 50 prospects were identified in February.

Staff will cultivate and maintain close working relationships with all Rogers hotels through monthly meetings and phone calls.

- Ongoing.

Objective: Market Rogers as a premier destination for leisure travelers, conventions and sporting events.

Spend \$115,000 on a mix of digital ads, online campaigns and web banners in the best media outlets possible to maximize exposure for Rogers

- A total of \$29,502 has been spent to-date on advertising promoting Rogers.

Increase the hotel tax by four (4) percent.

- Currently, the hotel tax is up by 10.26 percent.

Create four (4) new marketing pieces to be used in mailings and networking that promote Rogers as a premiere destination for travel.

- Ongoing.

Continue to grow social media efforts through thoughtful postings and engagement. Increase Facebook "likes" by 10 percent, Twitter "followers" by 20 percent, Pinterest "followers" by 20 percent, Instagram "followers" by 20 percent and publish three (3) blog posts per month. Send four (4) e-weekender newsletters and four (4) meetings-focused newsletters.

- Facebook "Likes" are up .06 percent, Twitter "followers" up 4.22 percent, Pinterest "followers" up 3 percent and Instagram "followers" up 7.5 percent.
- There were three (3) blog posts in February.

Increase unique visits to VisitRogersArkansas.com by 50 percent.

- To-date, unique visits to the website are up 34 percent (the website is currently undergoing a refresh).

Objective: Provide excellent customer service to enhance the visitor experience and encourage repeat visits.

Staff will provide printing or graphic design services to 10 groups visiting Rogers, which will encourage meeting planners to choose Rogers as their destination.

- Ongoing.

On a weekly basis, staff will look for current Northwest Arkansas events to add to the VisitRogersArkansas.com and RogersLowell.com websites to ensure comprehensive calendar of events tabs.

- Ongoing.

Economic Development

STAFF:

Steve Cox
Vice President of
Economic Development

Geovanny Sarmiento
Vice President of
Minority Business Development

New job creation and business expansion impacts businesses by creating meaningful opportunities for Chamber members to sell their goods and services to new businesses and residents. The Economic Development Division works with industries both large and small in our community to increase job growth and business expansion as well as with individuals to increase our growing small business community.

Objective: Proactively promote expansion and retention of local businesses and industry.

Chamber staff has responded to three (3) Requests for Information sent from site consultants and industries on projects. One project selected Rogers as their new location and the other project is still in the decision process. The third project had criteria that Rogers-Lowell could not accommodate.

A City Resolution was approved by the *Rogers City Council* for EcoVet to receive incentives approved by the AEDC.

Staff has conducted 46 BRE surveys year-to-date. Nine (9) of these surveys were conducted with minority-owned businesses.

Staff continues to use and maintain current databases and software to track BRE survey results and project management tools in an effort to proactively help meet the needs of large industries in the area.

Objective: Support or lead the process to identify regional community development initiatives to advance the region's competitiveness for jobs, workers and capital investment.

Working with the *NWA Council* and state groups to focus on workforce development projects. Two (2) *K2J Summits* are planned for 2015 and meetings are being scheduled to take place with area educators to address workforce needs.

A new partnership is being formed with Rogers Public Schools to further workforce education for middle and high school students. Meetings and discussions are being planned to take place between educators, parents, and industry to help show local career options for current students.

Planning to participate in a group from Northwest Arkansas attending the *Walmart Manufacturers Summit* (late summer/early fall) to showcase the region as an ideal place for businesses seeking to take advantage of the *Made In The USA* initiative.

Work continues in cooperation with the *NWA Council*, *Innovate Arkansas*, the *Velocity Group* and the *Arkansas Small Business and Technology Development Center (ASBTDC)* to establish a small business accelerator for local businesses using an existing vacant building in Rogers-Lowell.

Continuing to meet with *Innovate Arkansas* to discuss ongoing entrepreneurial efforts in Northwest Arkansas and the Chamber's role in assisting them. Topics discussed included increasing the involvement of the *Gone in 60 Seconds Elevator Pitch Contest* at the *2015 NWA Business Expo*. Two (2) of the four (4) prospective local celebrity judges and panelists have been confirmed for the event.

Objective: Expand services and retail amenities to help attract a diverse, first-class workforce.

New retail/restaurant development continues at a good pace. The new shopping center at Pleasant Grove Rd. is almost full and Cavendar's is now open. A new retail site is nearing completion on Pauline Whitaker Dr. that features two (2) new restaurants. Construction has started on a new strip center on Promenade Blvd. to open this year. New construction is taking place at Pleasant Crossing to include two (2) new big box stores.

Three (3) new restaurants (Parkside Public, The Grove, and Foster's) have opened in Rogers so far in 2015 with six (6) additional restaurants planned to open later this year.

Objective: Address employer and jobseeker needs through innovative web tools and other recruitment marketing.

The *2015 NWA Spring Job Fair* will take place on May 11 at the DoubleTree Suites by Hilton in Bentonville. Sponsorships and exhibit booth sales have begun for the event.

A total of 27 jobs have been posted on the Chamber's online Job Bank to-date.

A total of 16 resumes have been posted on the Chamber's website to-date.

Objective: Engage in Small Business Outreach.

Chamber University is offering a variety of topics in 2015. Subject matter experts will teach on I-9 immigration law, export opportunities for businesses, how to start a small business, and Quickbooks training. Partnerships with the *ASBTDC*, *UofA Global Campus* and *Microsoft* have helped to continue this educational program.

A marketing plan is being developed to increase attendance for Chamber University's programming.

New partnerships with the *UofA Global Campus* are being explored that could potentially lead to more online learning options for Chamber members and a broader reach with small business education.

Chamber University - Sunrise Seminar Series has held two seminars in 2015, one (1) on e-commerce and another on healthcare reform.

A potential partnership is in discussion with the Rogers Public Schools to host a business plan competition for high school students interested in starting a business.

The *2015 NWA Business Expo* will take place in August at the John Q. Hammons Convention Center. The new layout will allow for more exhibit booth space and feature the *Gone in 60 Seconds Elevator Pitch Contest* inside the main expo hall. John James and Bill Sussman have agreed to be guest judges and participate in a panel discussion. Work is in progress to get an executive-level participant from Walmart or Sam's Club to serve as the third judge and panelist.

The *Small Business Toolkit* is online on the Chamber's website. Improvements and updates continue to be added throughout the year. A new partnership opportunity with 8th & Walton has been presented and their content should be added to the toolkit during the second half of this year.

Staff have assisted 32 individuals seeking resources on starting a small business. They were referred to the *Small Business Resource Center* at the Chamber's offices.

Staff reviewed the *Doing Business in Rogers-Lowell* guides in both English and Spanish and content updates are being discussed. Planning has begun to reformat the guide and modernize the look.

Staff updated *The Good Life* magazine and *Community Profile* with census, major employer and earnings information.

Objective: Engage in Minority Business Development.

Coordinate networking events for diverse members of the business community to help them become more comfortable in growing their business through networking. At least 200 minority members of the Community will participate in these networking events throughout the year.

- Year-to-date, 42 minorities have participated in Chamber networking events.

Implement a *Minority Business Mentorship Program* where 12 minority business owners will have the opportunity to receive professional advice from their experienced mentors.

- Year-to-date, four (4) are participating. Actively searching for more.

Staff will assist 15 individuals interested in starting and completing the *Minority Business Enterprise Certification (MBE)* program.

- A decision has been made to host a training on *How to Obtain Government Certifications for Women, Disabled Veterans and Minority-Owned Businesses*. It will be taught in partnership with the *ASBTDC* and take place the first week in June.

Coordinate the efforts of the *Minority Business Task Force* leading the Chamber's minority business-building efforts by reaching out to minority-owned businesses each year.

- *The Task Force* is working hard to bring mentors and role models to the Rogers Public Schools.

Provide specialized assistance to 50 minority business owners each year by promoting available Chamber resources or referring them to strategic partners for advice on how to start or grow their business.

- A total of 13 people have been assisted in 2015.

Provide 120 minority business owners and entrepreneurs seeking assistance with resources and information on starting and running a successful business in Northwest Arkansas.

- A total of 52 people have taken advantage of the Chamber's resources and information in 2015.

At least 100 minority business owners, leaders and employees will gain useful skills and knowledge through professional development and educational programs coordinated by the Chamber each year.

- The first Spanish Language seminar is scheduled for March 18.

Objective: Engage in Minority Community Outreach.

Staff has had constant communication with the new Rogers Chief of Police and will soon set a date for the first meeting between the Minority Community and the *Rogers Police Department*. Facilitation of private meetings between the *Rogers Police Department* and small business owners along the 8th St. corridor has also been continuing.

EngageNWA | Activity includes conducting five (5) community forums to-date with *EngageNWA* partners and leaders in the community and five (5) forums with the community at large. These forums are helping to understand the needs of the community and areas of interest for *Engage NWA*.

Government Affairs

STAFF:

Jon Moran
Vice President of
Government Affairs

Government Affairs serves as the link between members and local, state and federal government by advocating for pro-business and quality-of-life issues that are important to Northwest Arkansas. Additionally, Government Affairs engages in activities that produce long-term positive impacts including voter registration and education, engagement of members in the political process and continuously improved outreach efforts.

Objective: Enhance the Rogers-Lowell Area Chamber of Commerce's capacity to effectively influence local, state and federal legislation.

Respond to legislators' requests for assistance each year by providing staff support to the *3rd District Caucus*, which will improve trust and strengthen ties with state legislators.

- The *3rd District Caucus* Breakfasts (held at the Capitol every Wednesday during the Legislative Session) have continued with our most recent speakers Shana Desmit, Regional Vice President for Walmart Stores in Arkansas and Southwest Missouri, and Ms. Amy Fecher, Director of the Arkansas Department of Rural Services. Both ladies addressed the breakfast which was well attended considering the weather issues in Little Rock.
- Staff submitted suggestions that were requested by the Legislature of the Arkansas Society of Professional Lobbyists to identify the challenges of dealing with Issue #3. The rules governing Issue #3 have not yet been adopted by the *General Assembly*. Staff will monitor and provide advice when the rule-making process gets underway.
- Staff has been working very closely with the Springdale and Fayetteville Chamber Directors, the State Chamber, and the Governor's Office to draft a constitutional amendment (SJR16) by Senator Woods, that will attempt to address economic development funding issues that have recently been raised, mostly in response to a lawsuit in Pulaski County that involves the Little Rock and North Little Rock Chambers of Commerce. The legislative session is nearing its completion and the Constitutional amendments considered for referral by the Legislature is one of the last things that gets sorted out before they adjourn. Staff is cautiously optimistic that our amendment will be one of the three (3) referred amendments as long as the Governor continues his stated support for the measure.

Host three (3) legislative committee meetings per year in Northwest Arkansas, which allows the Chamber to highlight regional areas of need and build support among legislators from around the state.

- This is still in the works and have had official discussions with both Senator Hendren and Senator Bledsoe about hosting the recently appointed *Legislative Health Care Task Force* in Rogers at some point this year and during the legislative interim.

Continue to develop the *Northwest Arkansas Political Action Committee (NPAC)* by raising \$5,000 for the program. The political action committee can support well-qualified candidates during elections.

- Nothing to report to-date.

Maintain a presence at the Capitol during the interim between legislative sessions by attending eight (8) interim committee meetings. This will help maintain the Chamber's visibility with legislators and provide additional networking opportunities.

- Nothing to report to-date. Staff will attend all relevant legislative functions and meetings that are held in the interim.
- Staff is planning on attending the *May Arkansas Rural Development Conference* along with legislators from all over the state in Little Rock.
- Staff is planning on attending the *Southern Legislative Conference (SLC)*, an annual consortium of Southern state lawmakers where information sharing takes place, from July 18-22 in Savannah.

Objective: Establish regionalism to leverage economic development for coordinated marketing, messaging and advocacy efforts.

Strengthen Chamber alliances with Fort Smith, Little Rock and Northwest Arkansas by attending two (2) meetings each year with other metro chambers of commerce and the state chamber of commerce. This will help staff better understand legislative needs in their area and utilize their political influence to encourage passage of pro-business legislation.

- Have been working diligently with area Chambers in Little Rock on the proposed constitutional amendment referenced above.

Work with other Northwest Arkansas chambers and the *NWA Council* to develop a regional legislative agenda each year. This regional plan will improve legislation and provide a benefit to the entire region.

- Nothing to report to-date.

Objective: Help Chamber members understand and navigate the governmental process.

Maximize the reach of the chamber by utilizing social media to post or tweet at least 25 times each month about government-related issues, programs or events of importance to our members.

- There were no tweets during January and February and no new followers.

Host eight (8) Government Affairs Committee meetings each year with an average attendance of 25 per meeting. The meetings provide an opportunity to discuss legislative issues in-depth and educate members on critical issues.

- Working with Economic Development staff on planning the March 20 Government Affairs/Large Industry Council meeting.

Host five (5) legislative forums during the session in 2015 with an average attendance of 50 people, which will allow the public to meet and ask questions of elected officials.

- All forums held to-date have been well attended.

Encourage the minority community to participate in the political process by conducting one voter registration effort and two educational forums targeting the minority community each year.

- Nothing to report to-date.

Provide assistance to members by responding to requests for information and assistance on government-related issues. Assisting members in resolving legislative issues helps to strengthen the business community and economic environment in Northwest Arkansas.

- Staff assisted membership with questions about specific issues and helped facilitate contact with newly elected legislators.

Provide staff support to the *NWA Emerging Leaders Political and Government Affairs Workgroup* by assisting with one voter registration effort and hosting a political candidate training breakfast series targeting young professionals. Providing an avenue for emerging leaders to become involved in government affairs will help develop future candidates for public office and prepare the next generation of leaders for our region.

- Nothing to report to-date.

Distribute 50 email updates in 2014 that contain information and updates on local, state and federal issues.

- Distributed weekly email updates in February to members.

Host Chamber Night receptions before the *City of Rogers* and *Rogers School Board*, and *City of Lowell* "State of the City" addresses with 75 Chamber members and members of the public in attendance. This will provide an opportunity for members to introduce themselves to local officials, the realm of public service, and become more familiar with the issues facing each city.

- Chamber Night receptions were a success. Hosted *Northwest Arkansas Chambers Luncheon* and *Night Out* events in Little Rock for the Legislature that were well attended despite winter weather in Little Rock.

Objective: Aggressively advocate for pro-business public policy and issues.

Maintain a 75 percent attendance during each legislative session to enhance the respectability of the Chamber and improve influence on legislation.

- Staff attended every day of the legislative session in February.

Draft and advocate for a regional legislative agenda, with at least 50 percent of agenda submitted as introduced legislation through 2016.

- Nothing to report to-date.

Advocate at federal and state levels for legislation of importance to Chamber members by preparing at least four statements of support and initiating two calls to action to membership on legislative and public policy through 2016.

- Nothing to report to-date.

Host four meetings each year with staff of congressional representatives to strengthen ties with staff and improve influence and ability to relay policy positions to the region's congressional representation.

- Staff met and established contact with Senator Cotton's Northwest Arkansas office Field Representative in February. Formal meetings and introductions with all Federal delegation offices will take place after the Arkansas General Assembly adjourns.

Create, maintain and promote the governmental advocacy website at RogersLowellVotes.com that will better inform members and engage them in the political process.

- Nothing to report to-date.

Objective: Pursue transportation infrastructure funding.

Provide support to the *Regional Mobility Authority* as needed and participate in all regional mobility meetings.

- The proposed constitutional amendment has some infrastructure components.

Attend two highway commission meetings as well as host the AHTD director and staff at one (1) event each year as a way to advocate for new funding from the highway department.

- Nothing to report to-date.

Organize one (1) trip to Washington D.C. for a minimum of 10 Chamber members. These trips will help educate federal delegation and federal agencies on Northwest Arkansas needs as well as assist in driving additional infrastructure dollars to the region.

- Nothing to report to-date.

Membership Services

Sales Report

STAFF:

Shelle Summers
Senior Vice President of
Membership Services

Brooklynn Wiley
Director of Special Events

Jacque Eakins
Account Executive

Marni Rogers
Member Services
Representative

Month-to-Date: March 11, 2015

New members: 16, valued at \$2,287.00
Dropped: 7, valued at \$1,140.00
Net: 9, valued at \$1,147.00

Year-to-Date:

New members: 60, valued at \$13,524.08
Dropped: 78, valued at \$17,771.22
Net: (18), valued at (\$4,247.14)

Comparison to March 11, 2014

New Members: 39, valued at \$11,287.04
Dropped: 71, valued at \$16,493.16
Net: (32), valued at (\$5,206.12)

Total Members: **2,105** | Valued at **\$584,255.19**

Total Reps: **3,657**

Events Overview (February 2015)

Objective: Provide networking events and educational programs to help members grow their business.

The *Business After Hours* was held February 19 at Legacy National Bank with 100 attending.

Coffee Connection in February was hosted by GPPfitNWA with 40 attending.

The *Ambassador Committee* met on February 12 with 15 attending.

The *Ambassador About Town* lunch was held in February at The Grove with 10 attending.

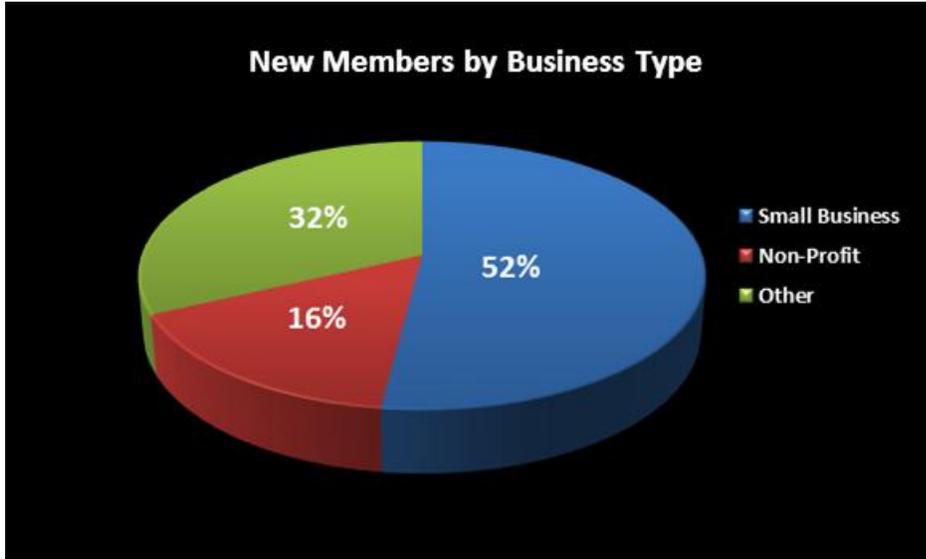
The *93rd Annual Banquet* was held February 27 at the John Q. Hammons Convention Center. A total of 974 tickets were sold. Despite the inclement weather, a total of 486 people attended the event.

Event Communications: (Through March 11, 2015)

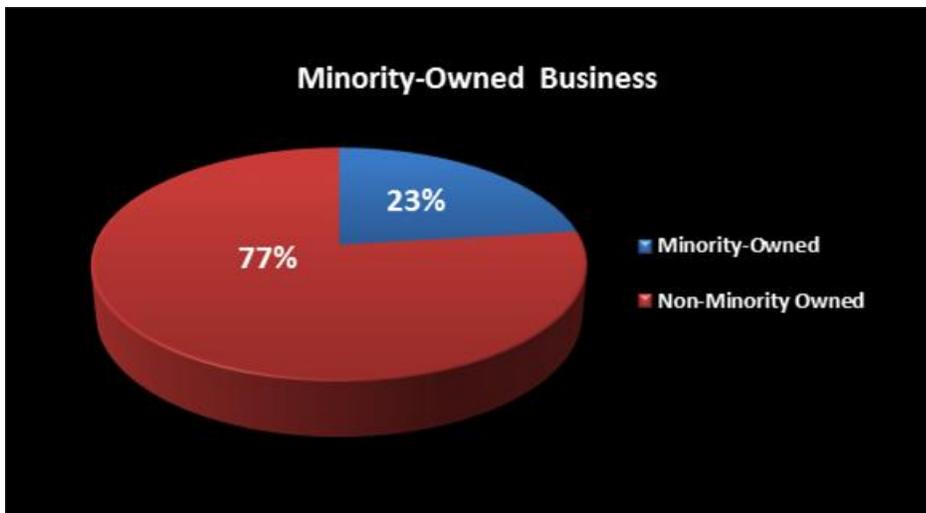
A total of 261 people are following Chamber events on Twitter through the @RLACC_events handle. A total of 80 people are signed up to receive instant text messaging about ambassador events, including upcoming ribbon cuttings. There are 45 members of the Chamber's Ambassadors group on Facebook.

Objective: Enhance member experience by providing exceptional customer service and member support.

A total of 25 new members joined from February 1 through February 28, 2015. A total of 52 percent are small businesses.

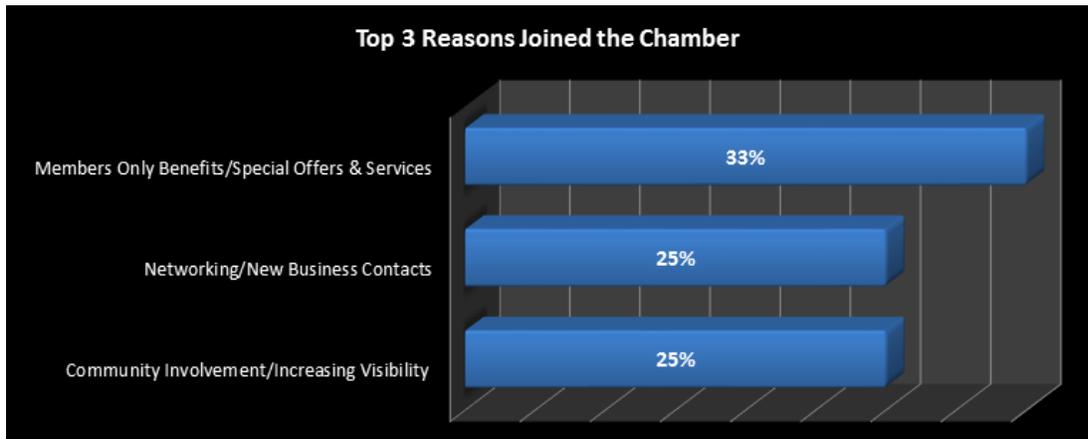


A total of 23 percent of the small businesses are minority-owned and 67 percent of these new businesses are women-owned.

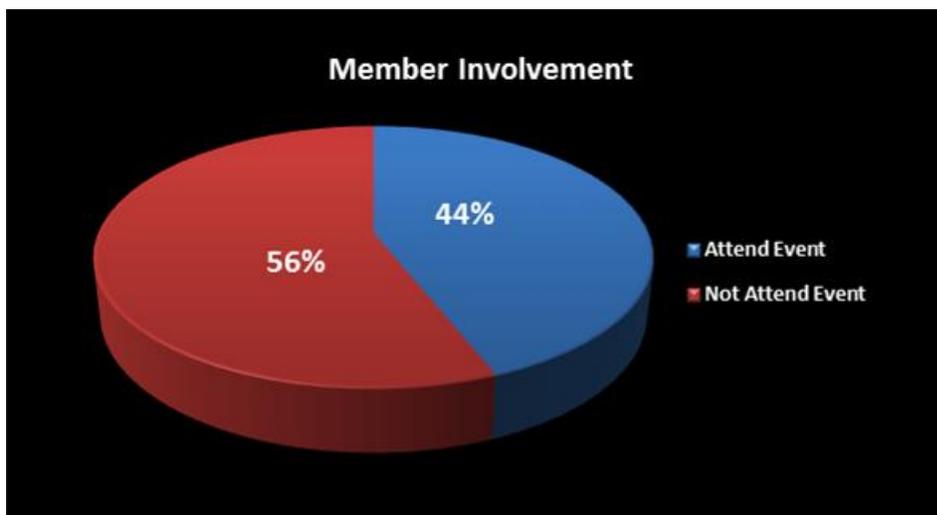


A total of 24 new members were surveyed for the main reason their organization joined the Chamber. A total of 100 percent answered the survey.

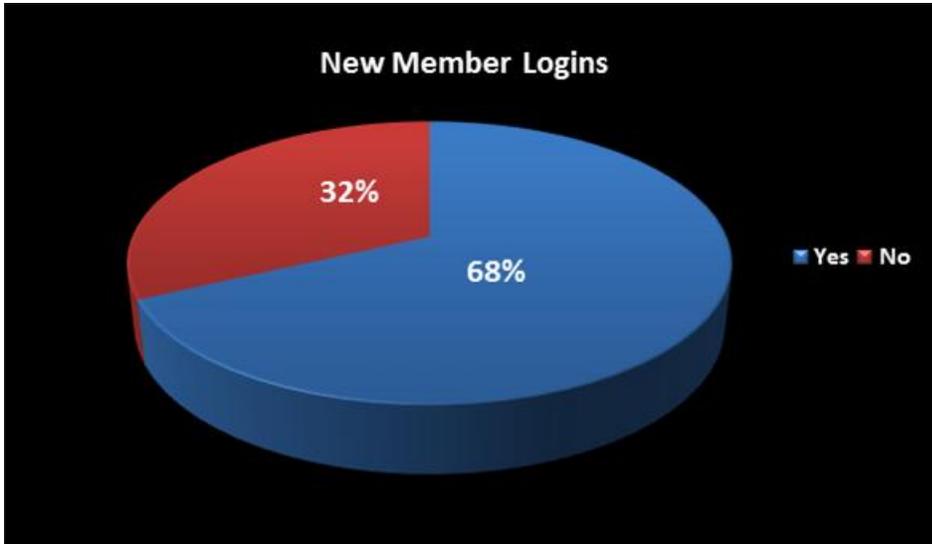
The top three reasons for joining were **Members Only Benefits/Special Offers & Services**, **Networking/New Business Contacts** and **Community Involvement/Increasing Visibility**. Other reasons cited for joining included Marketing/Advertising/Publicity Opportunities and Supporting the Chamber's Mission/Improving Quality of Life in NWA.



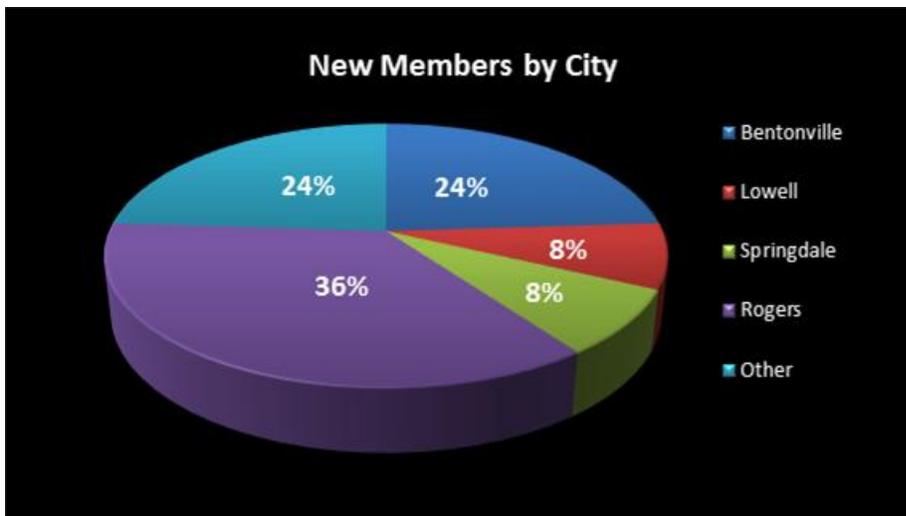
A total of 44 percent of the new members attended or signed up to attend an event. A total of 100 percent of the new members who joined for networking opportunities attended an event.



A total of 68 percent of new members logged in to the Members Only section. The Member Services Representative identified eight (8) new members not using the Members Only section and sent communications encouraging them log on and verify their profile information.



A total of 44 percent of the businesses who joined in February are located in Rogers and Lowell. A total of 80 percent of the new member businesses are located in Benton County.



MEMBER SERVICES SUMMARY: (Through February 28, 2015)

- Contacted 147 members to verify profile information and thank them for their support.
- Sent 71 reminders to members to log on to the Members Only section, verify their profile information and view their referral report.
- Visited three (3) members to show appreciation for their membership and encourage involvement.
- Added 1,145 keywords to appropriate Chamber member profile listings for better search results and to increase referral opportunities.

LOWELL OFFICE REPORT SUMMARY: (Through February 28, 2015)

30	Calls
3	<i>The Good Life</i>
3	Maps
3	Phone Books
14	Visitors
123	Traffic/Meeting Room (People attending meetings)

COLOR LEGEND: Key Goals & Objectives

Green = ON Schedule with results being achieved to-date

Yellow = ALMOST ON Schedule but not all results have been achieved that should be to-date

Red = NOT ON Schedule with results being achieved to-date



April 2015

April 10 – 2015 Northwest Arkansas Spring Job Fair

10:00 am – 4:00 pm @ Doubletree Suites, 301 S.E. Walton Blvd., Bentonville

April 14 – Coffee Connection

7:30 – 8:30 a.m. @ Bailey & Oliver Law Firm, 3606 Southern Hills Blvd., Ste. 200, Rogers

April 16 – Business After Hours- Joint RLACC/BBVCC

5:00 pm – 7:30 pm @ Crafton Tull & Cooper Communities, 903 N. 47th St., Rogers

April 21 – 2015 Spring Golf

8:00 am – 8:00 pm @ Shadow Valley Country Club, 7001 Shadow Valley Rd., Rogers

May 28th – Business to Business Luncheon

12:00 – 1:30 p.m. @ Embassy Suites, 3303 Pinnacle Hills Pkwy, Rogers



May 2015

May 2 - Annual Bradford Marine & ATV Buddy Bass Tournament

6:00 am – 6:00 pm @ *Prairie Creek Marina, 1 Prairie Creek Marina Dr., Rogers*

May 7 – Community Diversity Celebration

5:30 pm – 7:00 pm @ *Thrifty Car Sales, 1810 S. 8th St., Rogers*

May 12 – Coffee Connection

7:30 am – 8:30 am @ *Golden Corral, 2605 Pleasant Crossing Dr., Rogers*

May 20 – Member Orientation

8:30 am – 10:00 am @ *RLACC, 317 W. Walnut, Rogers*

May 21 – Business After Hours

5:00 pm – 6:30 pm @ *Steve Fineberg & Associates Inc., 1400 S.E. Walton Blvd., Ste. 40, Rogers*



May 2015 Continued

May 27 – Business-to-Business Breakfast

8:00 am- 10:00 am @ Doubletree Suites, 301 S.E. Walton Blvd., Bentonville

May 29 – Chamber Picnic

11:30 am – 1:00 pm @ Ward Nail Park, 801 McClure Ave. Lowell



Audit Committee Meeting Minutes

February 25, 2015, 1:30 PM, AT&T Conference room

Audit committee members present: Guy Cable (Chair), David Hale, and Frank Bailey. Also present for the meeting: Raymond Burns, President/CEO, Vickie Grotts, VP of Accounting & Finance, and John Evans, CPA and Ashley Farrar with Beall Barclay & Co., PLC

Call to Order by the Committee Chair, 1:30 P.M. The chair thanked everyone for coming.

Mr. Cable and Mr. Burns began by reviewing Audit Committee membership. Board members are selected, one per year, to serve on this committee with staggered three year terms. Each committee member serves as Chair in their final year.

Mr. Cable introduced Mr. Evans and Ashley Farrar, with Beall Barclay & Company (BB&C), and asked Mr. Evans to share his experience and credentials with the committee. Mr. Evans stated that his organization had been performing audits for over fifty years, which annually includes numerous non-profits, and that they have been preparing chamber audits since 2007. He went on to state that BB&C are members of the American Institute of CPA's (AICPA) and participate in the Peer Review Program. Mr. Evans assured the committee that each review has been "clean" and that they are competent in their work.

Mr. Cable raised the question regarding possible conflicts of interest with either the chamber or the auditing firm. None were noted.

Mr. Evans stated that the audit is scheduled to begin on Monday, March 16, 2015. Ms. Farrar expects the fieldwork to last through the end of the week. This will be Ms. Farrar's fourth or fifth year in working with the chamber. She will be on-site with one additional staff member: Kyle Wilson.

Mr. Evans stated the audit should be completed around mid-April, when the Audit Committee would meet to review the preliminary audited financial report and then pass it along to the Executive Committee. The final report will then be delivered to the board at the May meeting.

Audit fees are expected to total \$13,650, in accordance with the year-3 notes of the 5-year agreement between RLACC & BB&C. Last year, year-2, audit fees totaled \$13,000. As in previous years the fees will be paid with a combination of cash and trade. Trade is anticipated to total \$5,300 and the remainder fees paid in cash. Mr. Evans stated the scope of work would be the same as for the 12/31/2013 audit. This also includes the wholly owned subsidiary Chamber Publications, Inc. consolidation with the chamber.

Mr. Cable and Mr. Evans agreed that there is no owner relationship between the audit committee and the audit firm and the expectations of management. Mr. Evans cited the fact that his organization is a chamber member and that based on current ethical standards, this is not unethical. It was further stated that the Audit Committee operates independently.

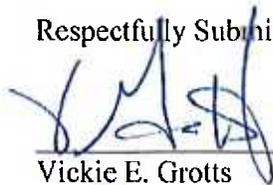
Mr. Evans then asked if there was any litigation pending with the chamber and if there was any fraud activity that should be brought up or noted. None of the audit committee or management indicated any pending litigation or fraud activity present.

Mr. Burns disclosed that the leadership of the finance department is in transition. The chamber has made every effort to make a clear demarcation of the work produced between the previous CFO, Janine Springer, and the current Vice President of Finance & Accounting, Vickie Grotts. Ms. Springer left at the end of December and remains accountable for and in control of her work through that time. Ms. Springer will continue to be available and maintain her consulting relationship through the end of this audit. Mr. Burns invited and encouraged a "deeper dive" for this audit. It is the goal of management to achieve a "Management-Letter-Free Audit."

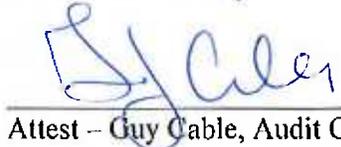
Mr. Cable asked for any questions or comments from the audit committee members. There were none at this time.

There being no further business to come before the Audit Committee, the meeting adjourned at 1:48 PM.

Respectfully Submitted,



Vickie E. Grotts



Attest – Guy Cable, Audit Committee Chair