



**BOARD of DIRECTORS  
RLACC**

Thursday, May 28, 2015  
11:00 a.m.

**Agenda**

Call to Order	Watts
Recognition of Sponsor- Crabby's Seafood Bar & Grill	Watts
Audit Report	Guy Cable/Beall Barclay & Co.
Introductions & What's Up!	
Consent Agenda	Burns
Minutes, Board of Directors, 3/19/2015	
Minutes, Executive Committee, 4/23/2015	
Financial Report, 4/30/2015	
Staff Report	Burns
Membership Report	Summers
Reports from Staff	Summers, Cox, Yoder, Shaw, Sarmiento
Consideration of Items Pulled From Consent Agenda	Burns
Lunch- Cathee Terrell, RN, BSN, CEN- Mercy Flight Nurse Supervisor	
Future Meetings & Events	Burns
Other Business	Burns
Announcements	
Adjourn	

# **CRABBYS**

**SEAFOOD BAR & GRILL**



Audit Committee Meeting Minutes  
May 21, 2015, 8:30 AM, BTCR

Discussion of the 2014 Consolidated Audited Financial Statements for  
Rogers-Lowell Area Chamber of Commerce and Chamber Publications, Inc.

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

The purpose of this meeting was to discuss the Chamber's Consolidated Audited  
Financial Statements for fiscal year 2014 and 2013, prepared by Beall Barclay &  
Company. Copies of the audit were distributed to members of the audit committee on  
May 11, 2015.

Call to Order by the Committee Chair, 8:32 A.M.

Mr. Cable presented the Audit Committee Meeting Minutes from February 25, 2015. He  
asked for any questions or comments. There were none. Mr. Bailey made a motion to  
accept the minutes; Mr. Hale seconded; all were in favor without objection. Members had  
been emailed a copy of the minutes on February 26, 2015.

Mr. Cable invited Mr. Evans to speak about the audit experience, findings, and insights.  
Mr. Evans stated:

- Management is responsible for the preparation and fair presentation of the financial statements.
- As auditor, our responsibility is to express an opinion on these consolidated financial statements based on our audits. We conducted our audits in accordance with GAAP, auditing standards generally accepted in the United States.
- In our opinion, the consolidated financial statements present fairly, in all material respects, the financial position of Rogers-Lowell Area Chamber of Commerce and its wholly-owned subsidiary, Chamber Publications, Inc.
- The financial statements were given a clean, unqualified opinion.
- The Chamber receives significant revenue from related party transactions, such as: RLEDC, RDF, and NWC; all are properly accounted for.

Mr. Evans asked if there were any questions, at this time. None were posed.

He then discussed the Governance Letter:

- Related party transactions
- The allowance for doubtful accounts represent significant estimates in the financial statements
- Corrected misstatements include:
  1. Depreciation (1 entry)
  2. Deferred Revenue (1 entry)
  3. CPI consolidation (3 entries)
- Uncorrected misstatements include:
  1. Bad Debt
  2. Payroll
- Internal Controls for review of bank reconciliations and journal entries
- Mr. Evans points out that a Management Letter was not issued
- Overall things are good

Mr. Hale asked if there were any trends that warrant inspection or change. Mr. Evans responded, “No. Good procedures and policies are in place.”

Mr. Cable and members discussed the concentration of risk, FDIC 250,000 limit and the opportunity to use a new savings account product that scatters the money.

Mr. Cable then asked that management leave the room to discuss any issues the audit committee may have. When management returned we discussed contingent liabilities. Mr. Burns spoke at length about SR16, which comes for a vote in November of 2016, and its impact on Chamber operations.

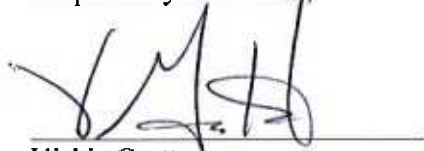
Mr. Cable asked if there were any further questions. None were noted.

Mr. Cable presented a motion to accept the 2014 Consolidated Audit and recommended it to the board for their next meeting, May 28, 2015, Mr. Hale seconded, all were in favor without objection.

Mr. Evans will present the audit to the board.

There being no further business to come before the Audit Committee, the meeting adjourned at 9:04 AM.

Respectfully Submitted,



Vickie Grotts



Attest – Guy Cable, Audit Committee Chair



## **BOARD OF DIRECTORS**

**Thursday, March 19, 2015**

**11:00 am – 1:00 pm**

**RLACC**

### **MINUTES**

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**Present:** Board of Directors – Frank Bailey, Guy Cable, Janie Darr, David Faulkner, Spencer Fox, Jeff Geurian, Dan Hendrix, Greg Hines, Nick Hobbs, Evelyn Jorgenson, Peter Lane, David Lang, Tabi Lipscomb, Jeff Milford, Charley Nevin, Eric Pianalto, Jeff Ratcliff, Cameron Smith, Chris Sultemeir, Angie Tucker-Ridley, Vicki Vasser, Mike Watts, Guest Speaker- Chief Minor and Chief Jenkins, Chamber Staff – President Raymond Burns, Executive Director J.R. Shaw, Vice President of Finance Vicki Grotts, Senior Vice President Shelle Summers, Vice President of Government Affairs Jon Moran, Vice President of Minority Economic Development Geovanny Sarmiento, Katie Wright

#### **Action Items:**

- **Consent Agenda**
  - **Minutes, Board of Directors, 1/22/2015**
  - **Minutes, Executive Committee, 2/26/2015**
  - **Financial Report, 2/28/2015**
  - **Staff Report**
    - **Membership Report**
    - **Future Meetings & Events**
- **Consideration of Items Pulled From Consent Agenda**
- **Lunch- Public Safety Update Chief Jenkins, Chief Minor**
- **Audit Committee Report & Minutes, Audit Committee, 2/25/2015**
- **Government Affairs & Legislative Update**
- **Other Business**
- **Announcements**
- **Adjourn**

Chairman Mike Watts called the meeting to order at 11:00 a.m.

All attendees went around and introduced their selves and the company they represented.

### **Consent Agenda -**

Watts presented the Consent Agenda as it was distributed to Board members prior to the meeting.

- President/CEO Raymond Burns discussed the contract that RLEDC, a separate entity of the Chamber, has with the City of Rogers and the resolution that was approved in the February Executive Committee Meeting that defines what we have been doing for years for members vs. non-members to make sure everyone had clarity.
- Burns presented a summary of the 2/28/2015 Financial Statement.
- Burns introduced J. R. Shaw the new Executive Director of Visit Rogers. Senior Vice President of Sales Shelle Summers provided the membership report for 2015 and for the month-to-date.
- Burns discussed grant request for Emerging Leaders Program.

***Motion made to approve the Consent Agenda, seconded – Consent Agenda approved as presented.***

### **Lunch-**

Guest Speaker Chief Minor and Chief Jenkins discussed public safety updates.

### **Audit Committee Report-**

Guy Cable went over Audit Committee Report that was distributed to board members before the meeting.

### **Upcoming Events-**

Burns passed out Event Sign up Sheet and went over upcoming events.

### **Government Affairs & Legislative Updates-**

Watts introduced Jon Moran, Vice President of Government Affairs. Moran went over legislative updates that were going on in Little Rock during the Legislative Session.

Jon discussed a proposed constitutional amendment, SJR16, that would better clarify Economic Development in Arkansas.

***Motion made to endorse SJR16, seconded- Contract approved as presented.***

Watts reminded everyone about the Large Industry Council and Government Affairs meeting on Friday.

### **Adjourn**

There being no further business, the meeting was adjourned.

Respectfully submitted,

Katie Wright

Attest: \_\_\_\_\_  
Mike Watts, Chairman





**EXECUTIVE COMMITTEE MEETING MINUTES**  
**Thursday, April 22, 2015**  
**AT&T Meeting Room, Chamber of Commerce – 3:30 p.m.**

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**Present:** Mike Watts, Ric Clifford, Nick Hobbs, David Faulkner, Raymond Burns, Vicki Grotts, Katie Wright

Called to order by Chairman Mike Watts at 3:30 p.m.

**Minutes**

President/CEO Raymond Burns reviewed the February 26, 2015 Executive Committee meeting minutes and the minutes of the March 19, 2015 Board of Directors meeting minutes.

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

**Financial Statement**

The committee reviewed the March 31, 2015 Financial Statement and the Membership Report.

*A motion was made to approve the Financial Report and the Membership Report. The motion was seconded and passed unanimously.*

**NWAEL Grant**

President/CEO Raymond Burns discussed requesting a NWAEL Grant from the NW Council through the Walton Family Foundation to grow the NWAEL Program as discussed in the Vision 2030 Plan and the Council Regional Plan. NWAEL would become more regional. An additional staff person most likely would result if we are 100% funded following the Vision 2030 staffing recommendations. Burns asked if there were any questions or comments. None were made.

There being no further business, the meeting adjourned.

Respectfully submitted,  
Katie Wright

Attest: \_\_\_\_\_  
Mike Watts, Chairman

**Rogers-Lowell Area Chamber of Commerce**  
**Financial Statements**  
**(UNAUDITED)**  
**April 30, 2015**

**ROGERS-LOWELL AREA CHAMBER OF COMMERCE**

**STATEMENT OF FINANCIAL POSITION**

**April 30, 2015**

**ASSETS**

**CURRENT ASSETS**

1	Cash and Cash Equivalents		
2	Petty cash	\$200.00	
3	Checking - operating	\$432,901.60	
4	Money Market Savings	<u>\$1,219,292.62</u>	\$ 1,652,394.22
5	Accounts Receivable		206,707.43
6	Allowance for doubtful accts.		(\$46,176.95)
7	Prepaid expenses		<u>\$16,063.97</u>
	<b>TOTAL CURRENT ASSETS</b>		<u><b>\$ 1,828,988.67</b></u>

**FURNITURE, EQUIPMENT, AND IMPROVEMENTS**

8	Building	\$921,563.21	
9	Office equipment	\$102,381.17	
10	Computer equipment	\$210,744.14	
11	Furniture	\$114,307.24	
12	Vehicles	<u>\$49,296.74</u>	\$ 1,398,292.50
13	Less: Accumulated depreciation		<u>(\$770,215.12)</u>
14	<b>TOTAL FURNITURE, EQUIPMENT, AND IMPROVEMENTS</b>		<u><b>\$ 628,077.38</b></u>

**TOTAL ASSETS**

**\$ 2,457,066.05**

**LIABILITIES AND NET ASSETS**

**CURRENT LIABILITIES**

15	Accrued Salaries & Wages		\$23,125.36
17	FICA withholding		\$4,295.19
18	Federal withholding		\$3,724.87
19	State withholding		\$1,304.26
20	State unemployment		\$45.00
21	Federal unemployment		\$0.41
22	Accrued PTO		\$67,178.21
23	Accrued Property Taxes		\$27,010.25
24	Accounts Payable		\$20,521.91
25	Deferred Income		\$194,026.50
26	Current portions of Notes		<u>\$8,602.72</u>
	<b>TOTAL CURRENT LIABILITIES</b>		<u><b>\$349,834.68</b></u>

**LONG TERM LIABILITIES**

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

**NET ASSETS**

29	Unrestricted Net Assets, Beginning of year		\$1,553,232.39
30	Current change in net assets		<u>\$ 511,937.37</u>
	<b>TOTAL NET ASSETS</b>		<u><b>\$2,065,169.76</b></u>
	<b>TOTAL LIABILITIES AND NET ASSETS</b>		<u><b>\$ 2,457,066.05</b></u>

## IMPORTANT FINANCIAL RATIOS

### EQUITY COMPUTATIONS

April 30, 2015

**Current Ratio:**

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

5

(A 2:1 ratio is considered norm)

**Acid Test Ratio:**

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

5

**ROGERS-LOWELL AREA CHAMBER OF COMMERCE  
FOR PERIOD ENDING APRIL 30, 2015**

**Footnotes Explained**

- <sup>1</sup> 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).
- <sup>2</sup> 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.
- <sup>3</sup> The chamber currently has a disbursing account and a payroll checking account at Arvest Bank with a current balance of \$18,323.21. This account does not presently earn interest. Cash for the capital campaign currently has a balance of \$414,578.39. This account does earn interest.
- <sup>4</sup> The chamber has a money market savings account at Arvest Bank currently earning .20% interest with a current available balance of \$1,219,292.62. There is no maturity date, so withdrawals are not penalized.
- <sup>5</sup> 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>4/30/2014</u>
Chamber Publications, Inc.	\$91,876.00	<u>\$71,876.00</u>
Dues, event sponsorships, advertisers, affiliates	\$87,444.43	<u>\$109,659.71</u>
Current capital campaign receivables	<u>\$26,550.00</u>	<u>\$13,950.00</u>
	\$205,870.43	<u>\$195,485.71</u>

- <sup>6</sup> Based on past history, the chamber has set up a bad debt allowance since January 2006 (\$589,196.39) on the present level of dues and non-dues accounts receivable. The current balance is (46,176.95)
- <sup>7</sup> 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. \$16,063.97 Pre-paid Insurance & Database Renewal license
- <sup>8</sup> 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>204,179.35</u>	
Total cost basis	921,563.21	

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

- <sup>9</sup> Office equipment is recorded in the financial statement at a historical cost of 102,381.17
- <sup>10</sup> Computer equipment is recorded in the financial statement at a historical cost of 210,744.14
- <sup>11</sup> Furniture is recorded in the financial statement at a historical cost of 114,307.24
- <sup>12</sup> Vehicles are recorded in the financial statement at a cost of 49,296.74
- <sup>13</sup> 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 APRIL 30, 2015**

**Footnotes Explained**

<sup>14</sup> 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	\$921,563.21	\$393,785.78	\$527,777.43
Office Equipment	\$102,381.17	\$90,754.88	\$11,626.29
Computer Equipment	\$210,744.14	\$176,287.46	\$34,453.22
Furniture	\$114,307.24	\$101,263.34	\$13,043.90
Vehicles	\$49,296.74	\$8,492.98	\$40,803.76
	<u>\$1,398,292.50</u>	<u>\$770,215.12</u>	<u>\$628,077.38</u>

*Note :* Currently an entry for accumulated depreciation of \$5,091.69 is made each month.

<sup>16</sup> 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.

<sup>16</sup> The organization employs a bimonthly payroll system whereby all employees are paid twice a month. As of the date of this statement, employees worked 4 days in April for a liability of 20,154.86 that will be paid to employees on May 10, 2015.

<sup>17</sup> Accrued FICA taxes for April 2015.

<sup>18</sup> Accrued Federal withholding taxes for April 2015.

<sup>19</sup> Accrued State withholding taxes for April 2015.

<sup>20</sup> Accrued SUTA withholding taxes for April 2015.

<sup>21</sup> Accrued FUTA withholding taxes for April 2015.

<sup>22</sup> Accrued PTO leave through April 2015.

<sup>23</sup> 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.

<sup>24</sup> Accounts payable are legal obligations owed to vendors for goods and services provided and currently total \$19,764.87. 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.

<sup>25</sup> 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>4/30/2014</u>
Dues	\$194,026.50	<u>\$214,403.17</u>
Website	\$0.00	<u>\$0.00</u>
Capital Campaign	\$0.00	<u>\$0.00</u>
Non Dues	\$0.00	<u>\$0.00</u>
	<u>\$194,026.50</u>	<u>\$214,403.17</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 9 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 APRIL 30, 2015**

**Footnotes Explained**

<sup>26</sup> 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>
	\$12,857.27

<sup>27</sup> 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.

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

Lender	Ally Bank
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

<sup>29</sup> 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

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

<sup>31</sup> 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.

<sup>32</sup> 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 APRIL 30, 2015

	<u>Current Month</u>			<u>Year - to - Date</u>		<u>Annual</u>	
	Actual	Budget	Variance Over/(Under)	Actual	Budget	Budget	% of Annual Budget
<b>REVENUE</b>							
<b>MEMBERSHIP</b>							
Membership - Renewals	* 43,870.24	45,626.99	(1,756.75)	* 176,719.34	184,961.82	* 506,909.69	34.86%
Membership - New	* 5,413.41	6,041.67	(628.26)	* 24,580.45	24,166.68	* 72,500.00	33.90%
	49,283.65	51,668.66	(2,385.01)	201,299.79	209,128.50	579,409.69	34.74%
<b>PROJECTS</b>							
	42,149.00	24,640.00	17,509.00	480,595.25	417,680.00	608,045.00	79.04%
<b>SPECIAL FUND</b>							
	0.00	0.00	0.00	10,000.00	10,000.00	10,000.00	100.00%
<b>CAPITAL CAMPAIGN</b>							
	5,000.00	5,600.00	(600.00)	413,250.00	413,900.00	455,400.00	90.74%
<b>CONTRACT</b>							
Chamber Publications	0.00	0.00	0.00	0.00	0.00	45,000.00	0.00%
Tobacco Grant/SPFSIG Grant/CHIP	0.00	0.00	0.00	0.00	0.00	0.00	0.00%
C.H.I.P Program	0.00	0.00	0.00	60,607.77	60,607.77	60,607.77	100.00%
Jones Center - Engage NWA	2,531.20	2,599.83	(68.63)	10,124.80	10,399.33	31,198.00	32.45%
Interest Income	216.89	166.66	50.03	993.58	666.64	2,000.00	49.68%
Leadership Benton County	3,500.00	0.00	3,500.00	3,500.00	0.00	8,000.00	43.75%
Northwest Council Contract	68,203.69	70,000.00	(1,796.31)	275,793.55	278,328.37	882,500.00	30.90%
RLEDG	17,553.41	22,500.00	(4,946.59)	120,014.08	158,500.00	544,000.00	22.06%
Rogers Development Foundation	0.00	0.00	0.00	43,689.27	47,169.27	47,169.27	92.58%
Room Rental	150.00	50.00	100.00	575.00	200.00	600.00	95.83%
Royalties	0.00	0.00	0.00	99.40	100.00	7,000.00	1.42%
	92,154.99	95,316.49	(3,161.50)	515,377.45	555,971.38	1,638,075.04	31.46%
<b>TOTAL REVENUE</b>	<b>188,587.64</b>	<b>177,225.15</b>	<b>11,362.49</b>	<b>1,620,522.49</b>	<b>1,606,679.88</b>	<b>3,290,929.73</b>	<b>49.24%</b>
<b>Renewals - Invoiced - 2015</b>	<b>* 48,779.63</b>	<b>45,626.99</b>	<b>3,152.64</b>	<b>* 192,515.80</b>	<b>184,961.82</b>	<b>* 506,909.69</b>	
<b>New Members-Invoiced - 2015</b>	<b>* 4,728.97</b>	<b>6,041.67</b>	<b>(1,312.70)</b>	<b>* 24,208.71</b>	<b>24,166.68</b>	<b>* 72,500.00</b>	



ROGERS-LOWELL AREA CHAMBER OF COMMERCE

STATEMENT OF ACTIVITIES

FOR PERIOD ENDING APRIL 30, 2015

	<u>Current Month</u>			<u>Year - to - Date</u>		<u>Annual</u>	
	Actual	Budget	Variance Over/(Under)	Actual	Budget	Budget	% of Annual Budget
<b><u>EXPENSES</u></b>							
<b>HUMAN RESOURCE</b>							
Employee Insurance	8,535.23	9,263.33	(728.10)	37,864.51	37,053.33	111,160.00	34.06%
Payroll Other Cost	734.37	2,500.00	(1,765.63)	4,351.56	2,500.00	75,400.00	5.77%
Payroll Taxes	11,024.36	11,666.66	(642.30)	47,437.15	48,666.64	139,999.92	33.88%
Salaries and Wages	149,658.87	152,150.13	(2,491.26)	589,962.85	608,600.52	1,825,801.56	32.31%
401K - Employer Contribution	4,640.78	5,150.00	(509.22)	17,887.46	20,600.00	61,800.00	28.94%
401K - Other Costs	271.67	266.67	5.00	1,067.18	1,066.67	3,200.00	33.35%
	174,865.28	180,996.79	(6,131.51)	688,570.71	718,487.16	2,217,361.48	31.50%
	31,558.90	22,643.17	8,915.73	266,381.40	244,518.69	422,024.49	63.12%
<b>PROJECTS</b>	1,303.72	7,541.67	(6,237.95)	5,513.27	30,166.67	90,500.00	6.09%
<b>CAPITAL CAMPAIGN</b>							
<b>ADMINISTRATIVE</b>							
Accounting Fees	0.00	0.00	0.00	12,364.00	12,375.00	15,350.00	80.55%
Automotive Expense	2,453.96	2,333.33	120.63	6,536.99	9,333.32	28,000.00	23.35%
Bad Debt	0.00	0.00	0.00	45,000.00	45,000.00	60,000.00	75.00%
Bank Charges	517.13	725.00	(207.87)	2,503.09	2,900.00	8,700.00	28.77%
Building Insurance	312.72	300.00	12.72	1,260.60	1,200.00	3,600.00	35.02%
Building Maintenance	1,721.58	1,916.67	(195.09)	6,996.43	7,666.67	23,000.00	30.42%
Community Local	96.47	50.00	46.47	256.20	200.00	600.00	42.70%
Conference Registration	0.00	2,000.00	(2,000.00)	1,312.51	5,000.00	12,000.00	10.94%
Depreciation	5,091.69	5,833.33	(741.64)	20,213.82	23,333.33	70,000.00	28.88%
Director liability Insurance	191.92	175.00	16.92	767.66	700.00	2,100.00	36.56%
Dues, Subscriptions & Licenses	823.48	833.33	(9.85)	3,477.86	3,333.32	10,000.00	34.78%
Equipment Contracts/Leases	151.87	541.66	(389.79)	965.26	2,166.64	6,500.00	14.85%
Interest Expense	184.71	125.00	59.71	750.45	500.00	1,500.00	50.03%
Lowell E.D Office Rent & Expenses	953.25	953.25	0.00	3,813.00	3,813.00	11,439.00	33.33%
Computer Maintenance and Repairs	619.95	833.33	(213.38)	2,937.16	3,333.32	10,000.00	29.37%
Miscellaneous	0.00	0.00	0.00	0.00	0.00	0.00	0.00%
Office Supplies and Expenses	707.90	1,250.00	(542.10)	3,710.67	5,000.00	15,000.00	24.74%
Postage	795.24	1,666.66	(871.42)	5,780.46	6,666.64	20,000.00	28.90%
Property Tax Expense	1,506.93	1,506.93	0.00	6,027.72	6,027.72	18,083.16	33.33%
Telephone	1,599.40	1,750.00	(150.60)	6,413.55	7,000.00	21,200.00	30.25%
Utilities	1,259.62	1,750.00	(490.38)	7,032.29	7,000.00	21,000.00	33.49%
	18,987.82	24,543.49	(5,555.67)	138,119.74	152,548.96	358,072.16	38.57%
<b>TOTAL EXPENSE</b>	226,715.72	235,725.12	(9,009.40)	1,108,585.12	1,143,721.48	3,087,958.14	35.90%
<b>CHANGE IN NET ASSETS</b>	<b>(38,128.08)</b>	<b>(58,499.97)</b>	<b>20,371.89</b>	<b>511,937.37</b>	<b>462,958.40</b>	<b>202,971.59</b>	<b>252.22%</b>

ROGERS-LOWELL AREA CHAMBER OF COMMERCE

STATEMENT OF CASH FLOWS

YEAR TO DATE ENDED APRIL 30, 2015

**CASH FLOWS FROM OPERATING ACTIVITIES**

Net Income 511,937.37

Adjustments to reconcile Net Income to net cash provided by operating activities:

Depreciation \$19,857.12

Allowance for uncollectible accounts \$24,380.87

Change in:

Accounts receivable \$25,044.01

Prepaid expenses \$3,269.51

Accounts payable \$43.33

Accrued liabilities 27,811.04

Deferred revenue (\$94,809.05)

(\$38,641.16)

Total Adjustments \$5,596.83

**<sup>1</sup> Net Cash From Operating Activities \$517,534.20**

**CASH FLOWS FROM INVESTING ACTIVITIES**

Capital expenditures (5,965.29)

**<sup>2</sup> Net Cash (Used For) Investing Activities (\$5,965.29)**

**CASH FLOWS FROM FINANCING ACTIVITIES**

Principal payments on long-term debt (\$12,857.27)

**<sup>3</sup> Net Cash (Used For) Financing Activities (\$12,857.27)**

**<sup>4</sup> NET CHANGE IN CASH AND CASH EQUIVALENTS \$498,711.64**

**<sup>5</sup> CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR \$1,153,682.58**

**<sup>6</sup> CASH AND CASH EQUIVALENTS, END OF MONTH \$1,652,394.22**

<sup>1</sup> The amount of cash the chamber received or used during the period due to operating activities.  
\$517,534.20

<sup>2</sup> The amount of cash the chamber used on items purchased with a useful life of greater than one year.  
Deferred Income \$5,965.29

<sup>3</sup> The amount of cash the chamber received from borrowing funds.  
This amount for the period ending Apr 30 is (\$12,857.27)

<sup>4</sup> The overall change in the chamber's cash and cash equivalents for the period.

<sup>5</sup> Cash and Cash equivalents for the chamber as of 01/01/2015.

<sup>6</sup> Cash and Cash equivalents for the period ending Apr 30, 2015.  
An increase in cash from March 31 of \$498,711.64

**ROGERS-LOWELL AREA CHAMBER OF COMMERCE  
SUPPORTING SCHEDULES**

YEAR TO DATE ENDED APRIL 30, 2015

PROJECTS	REVENUE		%	EXPENSE		%	NET		
	YTD ACTUAL	ANNUAL BUDGET		YTD ACTUAL	ANNUAL BUDGET		YTD	ANNUAL BUDGET	OVER / (UNDER) BUDGET
Academic Awards	11,500.00	10,000.00	115.00%	5,368.89	4,150.00	129.37%	6,131.11	5,850.00	281.11
Ambassador	640.00	1,850.00	34.59%	477.10	1,780.00	26.80%	162.90	70.00	92.90
Annual Banquet	108,885.00	101,750.00	107.01%	59,645.40	66,500.00	89.89%	49,239.60	35,250.00	13,989.60
Board Planning Retreat	2,250.00	11,020.00	20.42%	0.00	11,020.00	0.00%	2,250.00	0.00	2,250.00
Bowling for Business	2,300.00	6,370.00	36.11%	1,900.00	3,470.00	54.76%	400.00	2,900.00	(2,500.00)
Business After Hours	15,050.00	11,850.00	127.00%	3,900.00	550.00	709.09%	11,150.00	11,300.00	(150.00)
NWA Biz Expo	33,250.00	92,100.00	36.10%	14,250.00	68,700.00	20.74%	19,000.00	23,400.00	(4,400.00)
Business to Business	7,120.00	10,250.00	69.46%	3,331.52	6,150.00	54.17%	3,788.48	4,100.00	(311.52)
Candidate forums	0.00	0.00	0.00%	0.00	0.00	0.00%	0.00	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	2,020.00	2,500.00	80.80%	250.00	400.00	62.50%	1,770.00	2,100.00	(330.00)
Coffee Connection	5,000.00	4,600.00	108.70%	0.00	0.00	0.00%	5,000.00	4,600.00	400.00
Education Awards	75.00	300.00	25.00%	0.00	195.00	0.00%	75.00	105.00	(30.00)
Emerging Leaders	6,368.00	6,950.00	91.63%	3,757.04	6,950.00	54.06%	2,610.96	0.00	2,610.96
K2J Connect Workforce Ed	0.00	2,500.00	0.00%	0.00	500.00	0.00%	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	0.00	6,000.00	0.00%	3,795.65	6,000.00	63.26%	(3,795.65)	0.00	(3,795.65)
Fishing Tournament	63,290.00	65,400.00	96.77%	39,980.00	49,250.00	81.18%	23,310.00	16,150.00	7,160.00
GA - Other	2,641.00	6,200.00	42.60%	525.02	6,200.00	8.47%	2,115.98	0.00	2,115.98
Golf Fall Tournament	14,500.00	25,400.00	57.09%	7,700.00	17,935.00	42.93%	6,800.00	7,465.00	(665.00)
Golf Spring Tournament	46,897.00	47,750.00	98.21%	23,038.81	29,850.00	77.18%	23,858.19	17,900.00	5,958.19
Job Fair	53,030.00	65,600.00	80.84%	29,598.00	52,100.00	56.81%	23,432.00	13,500.00	9,932.00
Large Industry Council	5,500.00	2,800.00	196.43%	344.38	1,600.00	21.52%	5,155.62	1,200.00	3,955.62
Social Media Packages	0.00	4,800.00	0.00%	0.00	0.00	0.00%	0.00	4,800.00	(4,800.00)
Leaders Conference/Vision 2025	0.00	0.00	0.00%	0.00	0.00	0.00%	0.00	0.00	0.00
Legislative Issues - Forums	3,534.75	2,500.00	141.39%	1,008.11	1,000.00	100.81%	2,526.64	1,500.00	1,026.64
Lowell - Volunteer Appreciation	4,750.00	5,750.00	82.61%	800.00	1,300.00	61.54%	3,950.00	4,450.00	(500.00)
Lunch & Entertainment	300.00	0.00	0.00%	1,376.13	1,500.00	91.74%	(1,076.13)	(1,500.00)	423.87
FYI Sunrise Seminar Series	1,830.00	1,450.00	126.21%	970.00	550.00	176.36%	880.00	900.00	(40.00)
Mailout - Relocation	5,500.00	3,500.00	157.14%	500.00	0.00	0.00%	5,000.00	3,500.00	1,500.00
Mainstreet Rogers	0.00	0.00	0.00%	0.00	1,000.00	0.00%	0.00	(1,000.00)	1,000.00
Map Sales	12.50	20.00	62.50%	0.00	0.00	0.00%	12.50	20.00	(7.50)
Member focus luncheon	0.00	0.00	0.00%	0.00	0.00	0.00%	0.00	0.00	0.00
Miscellaneous Income	65.10	150.00	43.40%	0.00	0.00	0.00%	65.10	150.00	(84.90)
New member Orientation	2,400.00	2,200.00	109.09%	0.00	300.00	0.00%	2,400.00	1,900.00	500.00
Newsletter	15,100.00	20,300.00	74.38%	25,112.80	46,600.00	53.89%	(10,012.80)	(26,300.00)	16,287.20



**ROGERS-LOWELL AREA CHAMBER OF COMMERCE**  
**STATEMENT OF FUNCTIONAL EXPENSE - CAPITAL CAMPAIGN**  
**FOR PERIOD ENDING APRIL 30, 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>
<b><u>EXPENSES</u></b>						
Professional fees, consultants	22.50	0.00	0.00	0.00	115.17	137.67
Advertising and public relations	0.00	540.00	0.00	282.74	0.00	822.74
Travel	0.00	1,575.00	0.00	0.00	0.00	1,575.00
Supplies	0.00	0.00	0.00	0.00	0.00	0.00
Postage	0.00	0.00	0.00	0.00	0.00	0.00
Printing and copying	0.00	0.00	0.00	0.00	0.00	0.00
Production Expense	0.00	0.00	0.00	0.00	0.00	0.00
Utilities & Telephone	0.00	0.00	0.00	0.00	0.00	0.00
Equipment Expense	0.00	0.00	0.00	0.00	0.00	0.00
Equipment repair & maintenance	0.00	0.00	0.00	0.00	0.00	0.00
Awards & Recognition	0.00	0.00	0.00	0.00	0.00	0.00
Staff Development	10.00	0.00	0.00	0.00	0.00	10.00
Speakers	0.00	0.00	0.00	0.00	0.00	0.00
Local transportation	0.00	0.00	0.00	0.00	0.00	0.00
Dues and subscriptions	0.00	2,673.63	250.00	0.00	0.00	2,923.63
Entertainment	0.00	0.00	0.00	0.00	0.00	0.00
Food	0.00	0.00	0.00	0.00	0.00	0.00
Meetings	0.00	44.23	0.00	0.00	0.00	44.23
<b>Total Expenses</b>	<b>32.50</b>	<b>4,832.86</b>	<b>250.00</b>	<b>282.74</b>	<b>115.17</b>	<b>5,513.27</b>

## Members Joined

4/1/2015 to 4/30/2015

ID #	Profile Name	Main Profile	Work Phone	Sold By	Date Joined	Annual Dues
41640	City of Rogers Animal Shelter	Bud Norman	(479) 621-1117		04/22/2015	
32250	Designsteins MMG	Matt Woolley	(479) 871-3454	Nick Smith	04/15/2015	\$290.00
41625	Edward Jones - Neal Smith, Financial Ad	Neal Smith	(479) 273-6049	Erin Jernigan	04/22/2015	\$290.00
41469	Evolve Paleo Chef	Jason Fechter	(479) 306-6064	Jacque Eakins	04/15/2015	\$290.00
41590	First Bank of Arkansas	Joe Ruddell	(479) 238-9802		04/06/2015	
41502	Gusano's of Rogers	David Welborn	(479) 685-7947	Jacque Eakins	04/16/2015	\$365.00
41653	Hiccup Design	Nick Smith	(479) 636-1240	Nick Smith	04/24/2015	\$290.00
40227	Matheaze Tutors	Lilian Akpe	(479) 715-2007	Jacque Eakins	04/27/2015	\$290.00
37856	Mostyn Prettyman, PLLC	Joshua Mostyn	(855) 464-4529	Shelle Summers	04/22/2015	\$290.00
41572	PRO Martial Arts	Marty Fordham	(479) 250-9899	Jacque Eakins	04/01/2015	\$290.00
41167	Speck Above Grade Level	Rose-Marie Speck	(417) 680-4310	Jacque Eakins	04/09/2015	\$290.00
41617	Tie 1 On NWA, Inc.	Sue Shadlow	(479) 619-8988	Jacque Eakins	04/29/2015	\$290.00
41603	Villa Cuisine Mexican Grill	Sergio Rodriguez	(479) 271-4186	Geovanny Sarmie	04/15/2015	\$290.00
40321	Whataburger (Opening Soon)	Christine Delaney	(210) 476-6488	Jacque Eakins	04/23/2015	\$365.00
28428	WorkMatters	Mike Williams	(901) 237-0252	Jacque Eakins	04/13/2015	\$150.00
<b>Total Joined 15</b>						<b>\$3,780.00</b>

As of 5/18/2015

# Dropped Members

04/01/2015 to 04/30/2015

ID #	Profile Name	Main Profile	DropReason	Date Joined	Date Dropped	Annual Dues
32456	1st Choice Home Comfort	Josh Liljenberg	closed business	04/05/2011	04/01/2015	\$290.00
33902	American Window Tinting	Bob Bruder	Sales team not utilizing benefits	06/15/2011	04/01/2015	\$290.00
39285	Auto Club Local, Inc.	Sharon O'Dell	due to unresolved issue	12/10/2013	04/28/2015	\$150.00
40577	Avon Products Inc.	Stacy Grosso	Avon cut her spending for district training	08/18/2014	04/01/2015	\$200.00
18090	Barbershop Harmony Society	Ed Downey	Board did not approve renewal	08/17/2007	04/01/2015	\$150.00
22359	Big Cedar Lodge	Jodi King	sales staff is not taking advantage of membership If he hires new sales people who are willing to pursue this market, they will rejoin.	08/12/2010	04/10/2015	\$700.00
33764	Davita Rogers Dialysis Center	Dr. Shamsul Alam	under new ownership	03/04/2011	04/10/2015	\$290.00
39495	Skinny Body Care - Cheryl Cook			01/15/2014	04/01/2015	\$200.00
31853	The Gibson Center	Dr. D. Jean Gibson		01/14/2013	04/10/2015	\$290.00
27658	The Gomez Group, LLC	Paul & Teresa Gomez		02/17/2009	04/03/2015	\$200.00
31044	Jennifer Haile			11/14/2011	04/10/2015	\$0.00
28309	MatchPoint	Tim Vicente	merged with Acosta	03/09/2007	04/28/2015	\$0.00
27548	Maximum Performance Spine Sports and			02/04/2009	04/10/2015	\$290.00
39977	Lorraine Murphy			04/15/2014	04/01/2015	\$145.00
38359	Northwest Arkansas Home Resource Dire	Michelle Viney		07/17/2013	04/03/2015	\$175.00
39423	NWA Auto Shop	Kevin Converse	due to unresolved issue	12/03/2014	04/28/2015	\$145.00
27813	Paradise Dive Adventure	Richard and Julie Whiteh		07/10/2013	04/03/2015	\$290.00
3306	The Scotts Miracle-Gro Company	Josh McFarland		01/05/2012	04/10/2015	\$325.00
5207	Take Us For Granite	Ralph Wooldridge	can't afford to renew	05/21/2004	04/28/2015	\$290.00
29868	Teen Challenge Ranch of Northwest Arka	Rev. Darren Reynolds		09/04/2013	04/10/2015	\$150.00

As of 5/18/2015

ID #	Profile Name	Main Profile	DropReason	Date Joined	Date Dropped	Annual Dues
15947	Ed Wheeler			07/30/2008	04/30/2015	\$145.00
38411	Your Move Managers	Kathleen Thompson		08/07/2013	04/01/2015	\$200.00
<b>Total Dropped 22</b>						<b>\$4,915.00</b>





# **STAFF REPORT to the BOARD OF DIRECTORS**

**May 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), April and May.

*The Good Life 2015-16 Visitors and Relocation Guide* was published and distributed at the 93<sup>rd</sup> Annual Banquet in February and mailed to members in late April.

### **RogersLowell.com**

Through April, the RogersLowell.com website has recorded a total of **46,865** Unique Visitors and **121,927** total Page Views.

### **Top Categories Searched & Number of Times each Category Displayed: January 1 through April 30, 2015**

Banquet/Meeting Rooms	=	1,550
Gun Range	=	708
Trash Services	=	660
Hotels - Extended Stay	=	578
Employment Agencies/Services	=	561
Furniture	=	517
Manufacturers	=	516
Hotels/Motels	=	485
Flea Markets	=	465
Restaurants - All	=	447

### **Most Popular Events on the Website Calendar (in order): January 1 through April 30, 2015**

Chamber University   Maximizing Social Media	=	2,806
24th Annual Bradford Marine & ATV Buddy Bass	=	1,878
2015 B2B VIP Registration	=	1,745
2015 NWA Spring Job Fair	=	1,732
93rd Annual Banquet	=	1,475
NWA Emerging Leaders Board Service Certification	=	1,077
2015 Spring Golf Tournament	=	737
2015 Walmart FLW Expo   April 25-26	=	627
Susan G Komen Race for the Cure	=	485

## Website Traffic

Google Analytics Dashboard | results through **04/30/15**

	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
Mar-15	13,705	28,822	2.1	69%	10,691	2,532	7,066
Apr-15	15,598	32,932	2.1	70%	12,344	2,525	8,534

## Email Communications

"Monday Memo" | data through **04/30/15**

	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%
Mar-15	5	14,170	2,834	731 or 26%	56 or 8%
Apr-15	4	11,286	2,821	723 or 26%	66 or 9%

**“Calendar at a Glance”** | data through **04/30/15**

	<b>Messages Sent</b>	<b>Total Distribution</b>	<b>Email Avg./Wk.</b>	<b>Avg. Message Opens/Week</b>	<b>Avg. Clicks/Week</b>
<b>Jan-15</b>	<b>5</b>	<b>14,017</b>	<b>2,803</b>	<b>730 or 26%</b>	<b>42 or 6%</b>
<b>Feb-15</b>	<b>4</b>	<b>11,054</b>	<b>2,763</b>	<b>719 or 26%</b>	<b>62 or 9%</b>
<b>Mar-15</b>	<b>4</b>	<b>11,064</b>	<b>2,766</b>	<b>727 or 26%</b>	<b>50 or 7%</b>
<b>Apr-15</b>	<b>5</b>	<b>13,661</b>	<b>2,732</b>	<b>667 or 25%</b>	<b>43 or 6.5%</b>

**“NWA Emerging Leaders Monthly Newsletter”** | \*Mailings Began in February

	<b>Messages Sent</b>	<b>Total Distribution</b>	<b>Avg. Message Opens/Mo.</b>	<b>Avg. Clicks/Mo.</b>
<b>Jan-15*</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
<b>Feb-15</b>	<b>1</b>	<b>489</b>	<b>193 or 41%</b>	<b>17 or 9%</b>
<b>Mar-15</b>	<b>1</b>	<b>519</b>	<b>195 or 41%</b>	<b>11 or 6%</b>
<b>Apr-15</b>	<b>1</b>	<b>533</b>	<b>192 or 38%</b>	<b>17 or 9%</b>

**Social Media Summary:** Through 05/20/15

- **Facebook**
  - RLACC – **2,227** “Likes”, increase of 81 since March.
  - Visit Rogers – **2,990** “Likes”, increase of 48 since March.
  - NWA Emerging Leaders – **593** “Likes”, increase of 60 since March.
- **Twitter**
  - RLACC – **3,753** “Followers”, increase of 161 since March.
  - Visit Rogers – **2,006** “Followers”, increase of 123 since March.
  - NWA Emerging Leaders – **1,027** “Followers”, increase of 65 since March.
- **LinkedIn**
  - RLACC – **1,049** “Members”, increase of eight (8) since March.
  - NWA Emerging Leaders – **461** “Members”, an increase of five (5) since March.

## Chamber News

To-date, a total of seven (7) Chamber News articles have been posted on RogersLowell.com.

## Member News

To-date, a total of 47 Member News articles have been posted on RogersLowell.com.

# Community Development

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### STAFF:

Whitney Yoder  
Vice President of  
Community 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. During the March session, class members explored city and county government and the local court system by attending a court session and getting a full tour of the Benton County jail. In April, quality of life amenities were explored including the *Walmart AMP*, *NWA Trail System*, *Siloam Springs Kayak Park* and the *Bentonville Film Festival*. May was the last regular session which was planned entirely by the class to cover topics or speakers they felt were missed during the pre-determined sessions. Graduation was held on May 15 and 33 participants graduated from the program. Currently, applications are being accepted for *Leadership Benton County* class 14.

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. The 2nd Quarter program is set for May 29 and features Dr. John James, Founder of Acumen Brands.
- 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 was held March 19 and hosted by the Greenways and Trails Workgroup. It featured Misty Murphy, NWA Trails Coordinator, and had 22 members in attendance. The date of the 2nd Quarter program is being planned and will feature Mike Malone, President/CEO of the Northwest Arkansas Council.
- The Community Enrichment Team organizes opportunities for members at large to work together in the community through volunteering for various service projects. The first service project of the year was held March 24 in partnership with The Jones Center. Volunteers were responsible for the kids area over an eight hour period. Twelve members participated in this Spring Service Project. The Summer Service Project is scheduled for June 6 in conjunction with the *NWA International Festival* hosted by the *NorthWest Arkansas Community College* this year.
- On May 1 the Sustainability Team partnered with the *Bentonville First Friday* event on the square to reduce the amount of waste the event produced. A total of 25 volunteers worked during the nine hour event to sort garbage on the spot and spread the word about the importance of recycling with festival goers. Four large bags of compost and a trailer full of recyclables were collected and diverted from the landfill.
- An ad hoc committee of the Greenways and Trails Team has been working hard to develop the inaugural *Rogers Cycling Festival*. This festival will be held August 1-2 in Downtown Rogers to promote access to cycling and support the *Community Bike Program*. The committee has currently raised \$7,600 in sponsorships and applied for grants in the amount of \$15,000. The goal is to have 300 participants.
- *Ready to Run | A Political Candidate Training* series is coordinated by the Political and Government Affairs Team. The series is free to attend and open to anyone interested in running for a political office. It is currently open for registration. Dates are June 24, July 22, August 26, and September 23. Topics include Running 101, Finance and Ethics, Media and Marketing, and Ready to Run, respectively.

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 has held two *Member Orientations* with a total of 39 attendees. The orientation allows members to network and hear about the various teams and programs to engage with through NWAEL. The next orientation is July 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. On March 9, NWAEL hosted a Trivia Night and Mixer with 50 participants. A March Happy Hour was held at The Grove with 35 attending. The May event was a Wine Pairing Social at Sassafras Vineyard and had 119 people in attendance. The next *NWAEL / Connect* event is scheduled for June 11.
- *Kicking Hunger* is a new kickball tournament organized in partnership with *Tyson Young Professionals*, the *Walmart and Sam's Club Professional Advisory Council (The Network)*, and *J.B. Hunt Grow*. It will benefit the *NWA Food Bank*. The tournament will be held on June 20 at the *Rogers Regional Sports Park* with a maximum of 18 teams. This event was developed to raise awareness and money for hunger in NWA while connecting area young professionals. Team registration is open now.
- 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 Grow*.
- Current NWAEL membership is 582. This is an increase of 27 since March and 38 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. The March session focused on personal finance and responsibility. On April 1 graduation was held with 17 students graduating. Recruitment for the 2015/16 class will begin when school starts.

### **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.

- Scholarships have been awarded and the final report will be provided by RPS in June.



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.

- The Rogers Heritage High School ceremony was held on April 9 and recognized 319 students. The Rogers High School ceremony was held on April 23 and recognized 477 students. The Rogers New Technology High School ceremony was held May 7 and honored 44 students. Cumulatively, the Chamber's Education Committee recognized 840 high school students.

Honor three (3) 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.

- Through April and May, the Chamber's Education Committee recognized three (3) educators for outstanding service to the classroom. Natalie Olivieri, Rogers High School, was named High School Educator of the Year. Mandi King, Bonnie Grimes Elementary School, was named Elementary Educator of the Year. This year, the Committee introduced a new award to honor Virginia Mocivnik. The award was presented on May 21 to celebrate an educator exhibiting outstanding community service outside of the classroom. Dawna Rice from Northside Elementary School won the award.
- 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 is scheduled for August 14 at Rogers Heritage High School.

**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.

- A meeting of the Implementation Committee was held on April 22 with 15 members in attendance. The Gateway team, along with the city staff, presented the current plans and status of the *Downtown Rogers Master Plan*. Once completed, this plan will be part of, and work in harmony with, the *Vision 2030 Community Action Plan*. The date of the next meeting is being planned and will feature Mike Malone and the Northwest Arkansas Council's strategic plan.

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

- Scorecard has been developed and shared with the Implementation Committee.

# Development

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## STAFF:

Whitney Yoder  
Vice President of  
Community Development

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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*.

- Funding request submitted for programming and overhead assistance to enhance and grow the NWA Emerging Leaders (NWAEL) program. Requested funding would be for three (3) years. Anticipated timeline for response is August/September.

### **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 has met with 11 current investors through April.

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.

- The first communications will be sent in June.

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.

- Scheduled general Chamber advertising focusing on Economic Development, Small Business Development, Minority Business Development and Leadership/Community Development with Marketing Communications. Advertising incorporates the *Impact Possible* 2016 logo helping to increase brand recognition and understanding of the campaign.

**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

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*STAFF:*

*J.R. Shaw*  
Executive Director

*Erin Jernigan*  
Convention Sales  
Manager

*Kelly Parker*  
Sports Marketing  
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 47 leads have been sent out resulting in 16 groups booking in Rogers.

- A total of 17 groups have met in Rogers this year resulting in 4,118 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 15.2 percent.

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

- A total of 50 prospects were identified for March and April.

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 \$70,468 has been spent to-date on advertising promoting Rogers.

Increase the hotel tax by four (4) percent.

- Currently, the hotel tax is up by 15.2 percent.

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

- Pieces have been developed for *FLW Beaver Lake Tournament* and *7A Softball Tournament*.

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 .88 percent, Twitter "followers" up 2.5 percent, Pinterest "followers" up .48 percent and Instagram "followers" up 7.9 percent.
- There were no posts since February. Currently in process of hiring a new blogger.

Increase unique visits to VisitRogersArkansas.com by 17 percent.

- To-date, unique visits to the website are up .08 percent.

**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

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### 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.

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Chamber staff has responded to four (4) Requests for Information sent from site consultants and industries on projects. One project selected Rogers as their new location and two other projects are still in the decision process. The fourth project had criteria that Rogers-Lowell could not accommodate.

City Resolutions were approved by the *Rogers City Council* for EcoVet and Ozark Mountain Poultry to receive incentives approved by the AEDC.

Staff has conducted 67 BRE surveys year-to-date. Twenty-one (21) 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. The first *K2J Connect* event took place in April and was attended by four (4) industries and 20 educators from 10 different school districts. The second *K2J Connect* is scheduled for October 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 Burlington Coat Factory.

Four (4) new restaurants (Parkside Public, The Grove, Moe's Southwest Grill, and Foster's) have opened in Rogers so far in 2015 with seven (7) 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* on May 11 at the DoubleTree Suites by Hilton in Bentonville sold out. Close to 500 people attended the event and the employers were very satisfied with the turnout.

A total of 59 jobs have been posted on the Chamber's online Job Bank to-date.

A total of 24 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 new partnership has been formed with NOARK to allow attendees of Chamber University to receive CE credits as part of the Society for Human Resource Management (SHRM). There has been an increase in attendance due to this partnership.

A new partnership with the *UofA Global Campus* is 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 four (4) seminars in 2015, one (1) on e-commerce, leadership, common business mistakes on taxes, and 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 54 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 underway. Work 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, 212 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, five (5) are participating.

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 June 18.

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 provide 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 48 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 115 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 was March 18 with 34 in attendance.

### **Objective: Engage in Minority Community Outreach.**

Open forum meetings continue between the Minority Community and the *Rogers Police Department* (RPD). The first meeting of the year was held on April 23. It has been decided to host one (1) every quarter. Staff is also continuing to facilitate private meetings between the RPD and small business owners along 8th St. in Rogers.

**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*. Currently assigning roles for four (4) subcommittees: Communications, Education & Leadership Training, Welcoming & Orientation, and Policy Advocacy. A visioning process is underway with members of each subcommittee to develop objectives and strategic action plans for each work group.



# Government Affairs

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## STAFF:

*Jon Moran*  
Vice President of  
Government Affairs

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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 were held at the Capitol every Wednesday during the Legislative Session and featured 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. They were well attended considering the weather issues in Little Rock.
- Was successful in working together with the other Northwest Arkansas Chambers in obtaining the passage and referral to the voters of SJR 16 by the General Assembly. The proposed amendment will strengthen the state and the region by not only allowing for greater opportunities for local economic development, but it will also help with the creation of economic development "Super Projects" that have a regional and statewide impact on job creation. It is anticipated that the State Chamber will be working closely with the Northwest Arkansas Chambers and the Governor to gain voter approval of this amendment in 2016.

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.

- Gained approval from the Chairman of the Committee to host a meeting of the Healthcare Task Force in Rogers. Three (3) dates in August have been submitted to Senator Hendren and we are anticipating approval to start planning soon.

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.

- Staff is currently attending committee meetings in Little Rock that are being held in conjunction with the annual convention of the *Arkansas Department of Rural Services*. Staff will also be monitoring events surrounding the special session of the legislature being held in Little Rock starting on May 26.
- 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.

- Staff will be traveling to Ft. Smith soon to meet with the Chamber there. Staff also has plans on traveling to other regions of the state throughout the year to meet with representatives of other chambers of commerce.

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.

- Staff has met with the Northwest Arkansas Council Executive Director, Mike Malone, to see which areas it can be helpful to the Council on legislative matters. Staff has also agreed to sit on the newly formed infrastructure planning group.

**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.

- Currently researching the social media platforms for opportunities to enhance content and grow 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.

- The last Government Affairs Committee meeting was a legislative wrap-up and was well attended.

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 were well attended and there could possibly be another held after this special session is completed. Staff will determine if another forum is warranted.

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.

- Have been working to help line up speakers for this fall's *Ready to Run* series.

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

- Distributed weekly email updates in March, April and May 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 Little Rock and will be attending legislative committee meetings held in Little Rock and around the state for the rest of the year.

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 has made efforts to build on the relationships established with the members of the delegation and their staff. Plans for hosting Congressman Womack at the Chamber offices are currently in the works.

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

- Staff has been conducting research on other chambers' websites and studying other public policy websites to see what improvements can be made to the Government Affairs pages of the RogersLowell.com website. Discussions are also underway with the Chamber's Marketing Communications team to integrate it all.

**Objective: Pursue transportation infrastructure funding.**

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

- Staff maintains a close relationship with the *Arkansas Highway Commission* to promote the region and continue to advocate for transportation funding fixes on the Congressional level.

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

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### 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: May 18, 2015

New members: 7, valued at \$1,675.00

Dropped: 3, valued at \$590.00

Net: 4, valued at \$1,085.00

### Year-to-Date:

New members: 95, valued at \$23,308.16

Dropped: 127, valued at \$28,586.66

Net: (32), valued at (\$5,278.50)

### Comparison to May 18, 2014

New Members: 74, valued at \$20,583.16

Dropped: 119, valued at \$28,531.76

Net: (45), valued at (\$7,948.60)

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**Total # Members: 2,091** | Valued at **\$580,726.15**

**Total # Reps: 3,644**

## Events Overview (March and April 2015)

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

The *Business After Hours* was held March 19 at the Holiday Inn & Suites with 50 in attendance. In April, the *Joint Business After Hours* was held with the Bentonville / Bella Vista Chamber of Commerce. Crafton Tull and Cooper Realty Investments hosted the joint event and over 100 attended.

*Coffee Connection* in March was hosted by Arvest Bank with 30 attending. In April, it was held at Bailey & Oliver Law Firm with 54 in attendance.

The *Ambassador Committee* met in March with 11 attending and in April with 15 attending. The *Ambassador About Town* lunch was held March 23 at Azul Tequila Mexican Cuisine with 15 attending. In April, the lunch was held at Gusano's of Rogers with 17 attending.

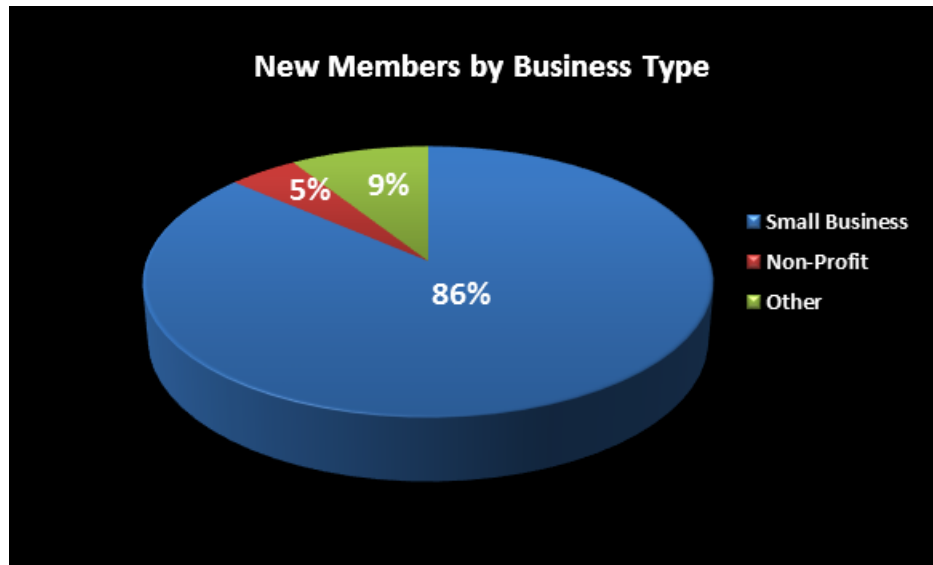
The second *B2B* of 2015 was held May 28 at the Shewmaker Center at NWACC with 50 attending. The *Spring Golf Tournament* was held April 20 at Shadow Valley Country Club with 34 teams/136 golfers.

## Event Communications: (Through May 18, 2015)

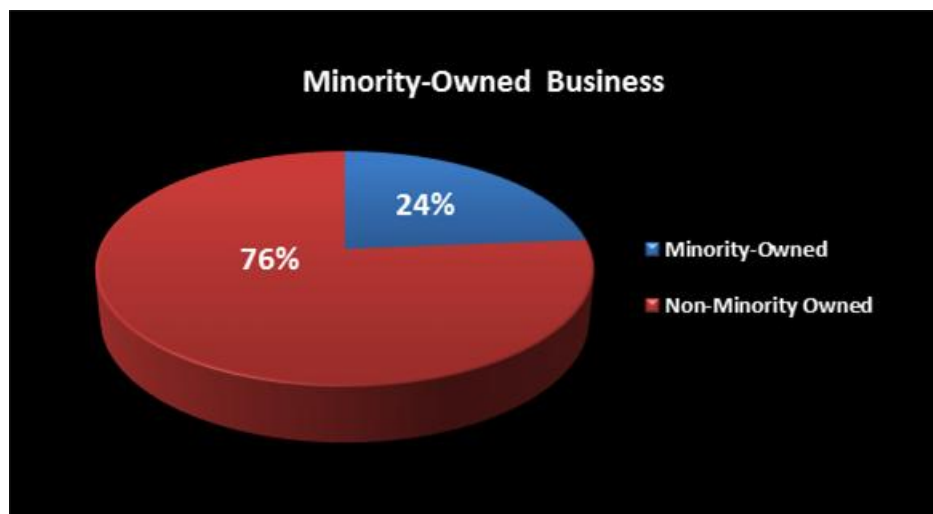
A total of 277 people are following Chamber events on Twitter through the @RLACC\_events handle. A total of 80 people are signed up to receive instant text messaging about ambassador events, including upcoming ribbon cuttings. There are 49 members of the Chamber's Ambassadors group on Facebook.

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

A total of 44 new members joined from March 1 through April 30, 2015. A total of 86 percent are small businesses.

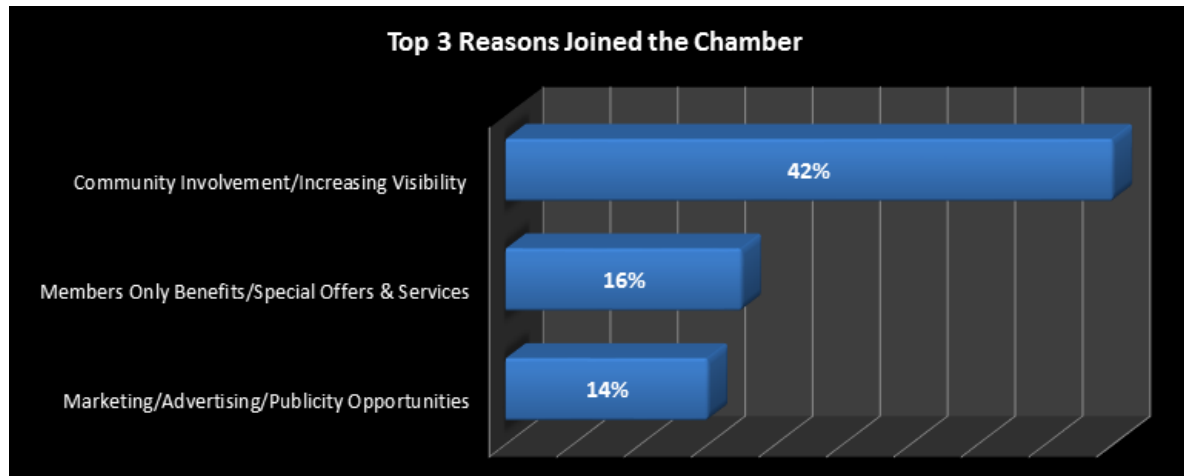


A total of 24 percent of the small businesses are minority-owned and 56 percent of these new businesses are women-owned.

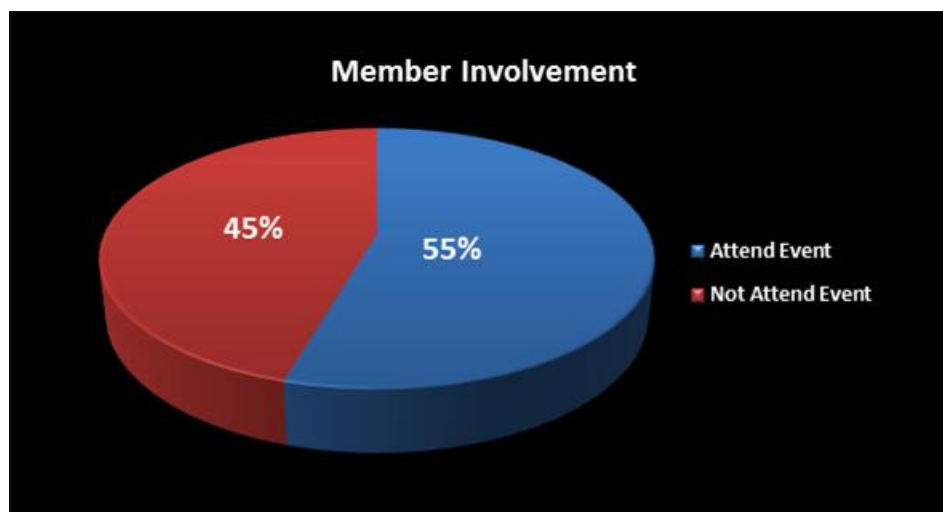


A total of 43 new members were surveyed for the main reason their organization joined the Chamber. A total of 100 percent answered the survey.

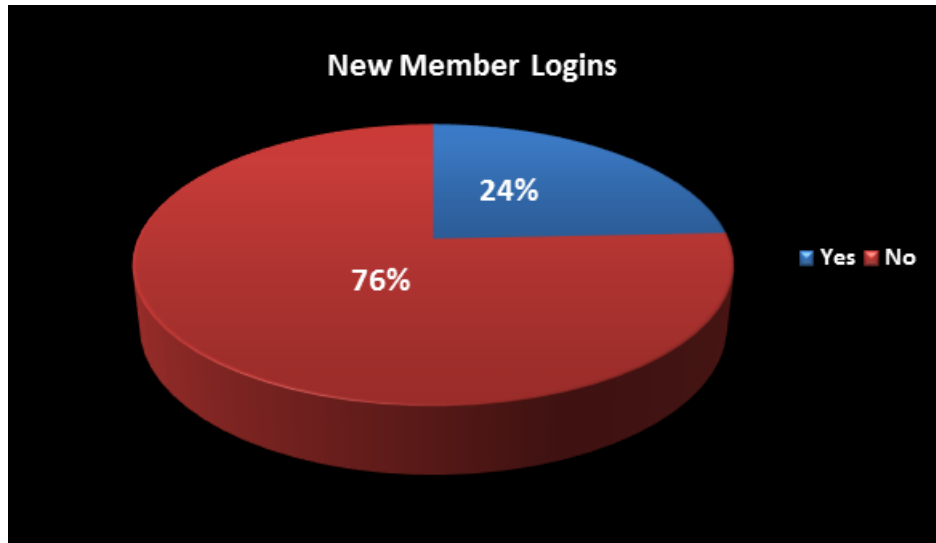
The top three reasons for joining were **Community Involvement/Increasing Visibility**, **Members Only Benefits/Special Offers & Services** and **Marketing/Advertising/Publicity Opportunities**. Other reasons cited for joining included Networking/New Business Contacts and Supporting the Chamber's Mission/Improving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



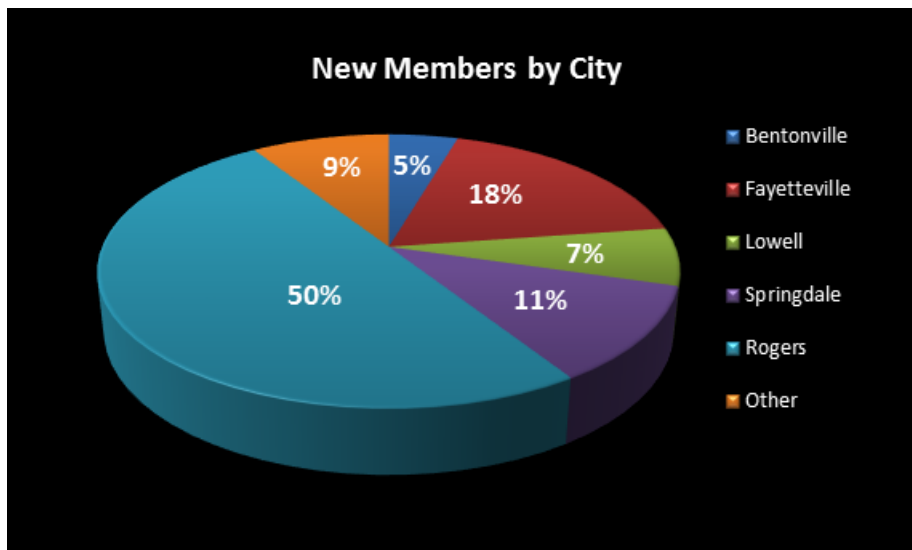
A total of 55 percent of the new members attended or signed up to attend an event. A total of 83 percent of the new members who joined for networking opportunities attended an event. The Member Services Representative identified one new member interested in attending for networking opportunities but not attending events and encouraged the member to attend an event.



A total of 24 percent of new members logged in to the Members Only section. The Member Services Representative identified 28 new members not using the Members Only section and sent communications encouraging them to log on and verify their profile information.



A total of 57 percent of the businesses who joined March 1 through April 30 are located in Rogers and Lowell. A total of 59 percent of the new member businesses are located in Benton County.





## MEMBER SERVICES SUMMARY: (March and April 2015)

- Contacted 292 members to verify profile information and thank them for their support.
- Sent 121 reminders to members to log on to the Members Only section, verify their profile information and view their referral report.
- Visited 15 members to show appreciation for their membership and encourage involvement.
- Added 4,735 keywords to appropriate Chamber member profile listings for better search results and to increase referral opportunities.

## LOWELL OFFICE REPORT SUMMARY: (March and April 2015)

53	Calls
18	<i>The Good Life</i>
8	Maps
3	Phone Books
12	Visitors
179	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



**May 2015**

May 27 – Business-to-Business Breakfast

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

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May 29 – Chamber Picnic

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

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**June 2015**

June 9- Coffee Connection

7:30 am- 8:30 am @ RLACC, 317 W. Walnut, Rogers, Sponsored by PRO Clean

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June 18- Business After Hours

5:00 pm- 6:30 pm @ Steve Fineberg & Associates, 1400 S.E. Walton Blvd., Ste. 40, Bentonville

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July 2015

Community Diversity Celebration  
5:30 pm – 7:00 pm @TBD

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July 14- Coffee Connection  
7:30 am- 8:30 am @ Bear State Bank, 2000 Promenade Blvd # 103, Rogers

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July 15- Member Orientation  
8:30 am – 10:00 am @ RLACC, 317 W. Walnut, Rogers

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July 16- Business After Hours  
5:00 pm – 6:30 pm @ Candlewood Suites, 4601 W. Rozell St., Rogers

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**August 2015**

**August 4- Coffee Connection**

7:30 am – 8:30 am @ TBD

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**August 11- Business Expo**

10:00 am – 5:00 pm @ John Q. Hammons Center, 3300 Pinnacle Hills Pkwy., Rogers

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**August 20- Business After Hours**

5:00 pm – 6:30 pm @ Bailey & Oliver Law Firm, 3606 Southern Hills Blvd., Ste. 200, Rogers

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