

## 2010 BOARD OF DIRECTORS

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**CHAMBER STAFF:** Karen Blake, Executive Director Maria Krippel, Administrative Assistant

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## 2009 FOCUS GROUP RESULTS / CONCLUSIONS

With the challenges facing all business in 2009, the Frankfort Chamber wishes to evaluate the specific needs of the membership. The Board and Staff want to better understand which business services need to be improved, need to be added and which events provide the maximum benefits to membership.

Therefore, a Focus Group had been created to explore such issues and obtain useful information from all members willing to participate. Our goal was to create a more responsive Frankfort Chamber of Commerce. The membership was broken down into the following categories: Retail, Services, Government/Not-For-Profits, and Industrial/Manufacturing. Throughout the course of 2009, members were contacted via e-mail to participate in on-line surveys through SurveyMonkey.com or via a personal phone call from one of the below committee members. Members also participated in round table discussions or one-on-one interviews.

The results of the discussions and survey responses were varied as the businesses enrolled in the Chamber.

### Result Highlights

- The Membership feels their dues investment is a good value
- The main Membership Benefits are the opportunities to meet new people and the opportunities to attend sponsored networking events with other businesses
- Time is more important to the Membership than ever. Event frequency and timing may limit a member's participation
- The Membership equally values the Chamber as a business advocate to our organizations and a community participant

## 2009 COMMITTEE AND EVENT CHAIRS

**AMBASSADORS**  
**BUSINESS EXPO**  
**CONCERTS ON THE GREEN**  
**DOWNTOWN EVENTS**  
**EDUCATION**  
**FALL FESTIVAL**  
**FAMILY FUN FAIRE**  
**FAWN**  
**FOCUS GROUP**  
**GOLF OUTING**  
**MARKETING**  
**MEMBER EDUCATION**  
**NOMINATING**  
**RELAY FOR LIFE**

Deb Friedlein, Harris Bank; Keith Tipple, International Community Church  
Ken Hawke, Star Visions Photography; Don Olivieri, Olivieri Brothers, Inc.  
Pam Griffin, Old Town Homeowners Association  
Teresa Kara, Chew on this Dog Barkery  
Scott Tingley, Lincoln-Way High School  
Renee Matlock, Speech Plus, P.C.  
Barb Commerford, Hi-Way Cleaners  
Denise Williams, RE/MAX Action; Diane Richardson, Agente Staffing, Inc.  
Denise Williams, RE/MAX Action, Bob Kennedy, Old Second Bank  
Linda Weaver, Curves of Frankfort; Denny Deckinga, VR Builders Inc.  
Todd Daniels, Edward Jones  
Nick Ahrens, Bridge Community Church  
John Clavio, Clavio Law Offices, P.C.  
Alan Heath, Alan J. Heath, D.D.S.

All of the responses were given to the committee chairs to be considered. We are already seeing some changes that are reflective of this. For example, the Volunteer Dinner was more of a cocktail party with more mingling and less speeches. Many of the BAH's are starting to jazz things up with different themes, great food, and door prizes. We are confident that more changes will be coming and the Chamber will be better than ever!

Thank you for your participation in this project. About 68 members took the time to fill out the survey and about that many again attended round table discussions. We value everyone's opinion and view point! If you would like to see the survey results, please contact the Chamber for a full report.

Denise Williams, Chair  
Bob Kennedy, Co-chair

Nick Ahrens  
Harry D'Ercole, Jr.  
Deborah Friedlein  
Alan Heath  
Teresa Kara  
Randy Van Kuiken

## PRESIDENT'S MESSAGE

By John Clavio

As president over the past two years, the Chamber has experienced many fantastic events. Fall Festival this past year was one of the most profitable festivals in the history of the Chamber. Along those lines as well each year with the outstanding leadership of the Fall Festival we have slowly increased our rating with Sunshine Artist Magazine to be the 4th Best show in the country. Thanks to all who helped make that happen.

Second the Chamber, despite the economy and membership being down, has come in under budget for the fiscal year of 2009. This will allow us to place some money in reserves to be utilized during even tougher times.

Though, I know that there have been numerous additional items to highlight, it is impossible to capture them all in this brief article. So therefore, we "move forward"!

Harry will be taking over as Chamber President and Karen Blake as the Executive Director for the coming

year of 2010. This is not only exciting for them, but it is exciting for our whole membership as they both will bring a fresh, upbeat perspective to our organization with their respective leadership skills. Though the upcoming year presents some additional issues with the economy, I am confident that through the leadership of Harry and Karen we will be able to face those challenges and still grow as an organization.

Speaking of growth! Growth happens in any organization by the recruitment of quality members like all of you.

Have you considered giving a little more of your time to the chamber? Give me a call I would be happy to discuss this further with any of you. I promise you that your involvement in the chamber will pay you back ten fold!

Thank you all so much for your support over the past few years. I truly appreciate all the support and assistance all of you have provided.

### MISSION STATEMENT

The Mission of the Frankfort Chamber of Commerce is to foster a healthy business climate through voluntary partnerships.

# FRANKFORT 2009 ANNUAL REPORT



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## COMMUNITY INVOLVEMENT REVENUE AND EXPENSES

Annually, the Frankfort Chamber is involved with numerous community events, some in cooperation with the Village of Frankfort and the Frankfort Park District.

- Business Expo Showcase
- Concerts on the Green
- Frankfort Fall Festival
- Frankfort's Night Out Against Crime
- Lincoln-Way Area Family Faire
- Midnight Madness
- Native American Educational Event
- Winter on the Green

### Additional Chamber Community Support....

- Chamber Open House with Historic Society's House Walk
- Donated to the Frankfort Fire District's National Fire Safety Council
- Donated to the Frankfort Police Cadets and the D.A.R.E. Program
- Donated to Kiwanis of Frankfort for the annual fireworks celebration on July 4th
- Donated to the Frankfort Historic Business District Association
- Donated to Lincoln-Way High School in support of their Education Foundations
- Participated in American Cancer Society's Annual Relay for Life and donated to Hometown Hoe-Down
- Team Sponsorship for Frankfort Boys Baseball and Frankfort Falcons
- Donated to the 10th Anniversary Celebration of Operation Playground

### Revenue, Expenses, and Changes in Net Assets For The Year Ending December 31, 2009

<b>Revenue:</b>	
Program Service Revenue	\$ 9,248
Membership Dues	\$ 82,399
Investment Income	\$ 5,886
<b>Special Events &amp; Activities:</b>	
Gross Revenue	\$255,029
Direct Event Expenses	\$123,491
Special Events Net Income	\$131,538
<b>Total Revenue</b>	<b>\$229,071</b>
<b>Expenses:</b>	
Grants, Scholarships & Similar Amounts Paid	\$ 15,445
Salaries, Other Compensation & Benefits	\$113,418
Occupancy, Rent, Utilities & Maintenance	\$ 16,675
Office Supplies, Printing, Publications, & Postage	\$ 49,535
Office Equipment, Purchases & Maintenance	\$ 434
Insurance	\$ 6,961
Meetings	\$ 9,204
Professional Services	\$ 8,136
<b>Total Expenses:</b>	<b>\$219,808</b>
<b>Excess or (Deficit) For the Year</b>	<b>\$9,263</b>

Prepared Without Audit

## 2009 CHAMBER MEETINGS

**February** – General Membership Breakfast Meeting at Lincoln-Way East High School Griffins Lair. President John Clavio invited non-for-profit chamber member representatives to highlight their volunteer and partnership opportunities as part of the "Building Partnerships in the Community" presentation.

**June** – General Membership Meeting at Francesca's Fortunato. Board of Director and Fall Festival Chair, Renee Matlock, announced the 2009 Frankfort Fall Festival Grand Marshall, Lynne Doogan.

**November** – 2009 Volunteer Appreciation Banquet at CD & ME, Inc. Dr. Alan Heath and his family were the proud recipients of the "President's Award" from President John Clavio for their admirable dedication to their community of Frankfort and the Frankfort Chamber of Commerce.

## BUSINESS BEFORE HOURS & BUSINESS AFTER HOURS

**Thank you to our 2009 Business After/Before Hours Sponsors who provided networking opportunities free of charge to our membership and guests:**

<b>January</b>	Curtain Call Community Theatre First United Bank	<b>July</b>	Popovits & Robinson Frankfort Blackbelt Academy
<b>February</b>	Edward Jones Charter One Bank	<b>August</b>	Aspen Group
<b>March</b>	Dr. Dominic Dubravic Amish Classics and More	<b>September</b>	Lincoln-Way Foundation Frankfort Chamber Home Based Businesses
<b>April</b>	Kole Digital / Parmesans Home Star Bank	<b>October</b>	Multi-Chamber Speed Networking Old Second Bank
<b>May</b>	An English Garden & Jerding Tax / Financial RWC Insurance	<b>November</b>	Salon Rhapsody
<b>June</b>	Behnke Photographers Frankfort Area Jaycees	<b>December</b>	Chamber Open House with Historic Society's House Walk

## 2009 YEAR IN REVIEW

As 2009 comes to a close at the Frankfort Chamber of Commerce we are reflecting on a successful year of accomplishments. The membership stands at approximately 600 members, including 88 new members who joined throughout the year. The Board of Directors and 10 Committees worked diligently to provide numerous benefits and networking opportunities for the membership and the community.

The following statements are snapshots from the Chamber Committee Chairs and reflect the achievements of their events and programs that were coordinated this year.

### Ambassadors:

The Ambassador Committee members sponsored two Positive Connections events allowing business to business networking over lunch. An October Progressive Dinner event gave new and established businesses the opportunity to spotlight their products/services while making new contacts during dinner at the Frankfort Township building. During monthly Business After Hours, Ambassadors welcomed new members to the Chamber in an informal social setting hosted by an individual business.

### Business Expo Showcase:

The Business Expo Showcase was held on March 7th and booth participation and public attendance was up from 2008. Over 150 local business and over 2,000 people participated along with several of your local elected officials, a Super Bowl Bear, and Honest Abe.

### Concerts on the Green:

The Concert on the Green Committee completed its 22nd successful year in providing quality entertainment that featured eleven different bands. Families were entertained with music from the 40's up to the most current hits. The crowds on many Sundays encompassed the entire "Green," overflowing into the sidewalk and street!

### Education Partnership Night:

On April 27th 420 Lincoln-Way East and Lincoln-Way North sophomores attended Education Night at Lincoln-Way East. The students met in small groups with one of 28 chamber business leaders to discuss topics ranging from resume building, interviewing, and what businesses are looking for in new employees.

### Frankfort Fall Festival:

The Frankfort Chamber Commerce once again showcased our community by sponsoring its award winning, signature event: the Frankfort Fall Festival. This year Sunshine Artist Magazine announced that the Frankfort Fall Festival placed #4 among the nation's top arts and crafts shows, landing in the top five for the first time! Also, for the first time the theme of the Festival, "The Wild,

Wild Fest" was rolled out to the entire community, the Frankfort Fall Festival website was launched, and the Chamber of Commerce partnered with the Lincoln-Way High School District to sponsor a poster contest with the winning entry gracing the cover of the 2009 Fall Festival Guidebook. As always, this grand event was made possible through strong community partnerships coupled with countless volunteer hours—the people of Frankfort working together for the betterment of our community.

### F.A.W.N. (Frankfort Area Women's Network):

This past year was very eventful for F.A.W.N. In the spring we hosted our Ladies Luncheon at Odyssey Country Club. To jazz things up a little, our guest speaker was a comedian. The Holiday Event, Pump Up Your Holiday Party, was held at the Founders Center. This mini holiday expo showcased various chamber members educating us on how to add some kick to our holiday parties. Both were great events coordinated by the ladies of F.A.W.N.

### Golf:

The Golf Committee held its 24th Annual Golf Outing at Green Garden Country Club on July 17th. 122 golfers participated in the shot-gun scramble while many other chamber members volunteered as hole sponsors or donated door prizes and goodie bag items.

### Marketing:

The Marketing committee goals for 2009 were twofold. (1) To market the chamber more efficiently. (2) To help drive more revenue towards chamber business-owners. We are now featuring up to 10 businesses on a weekly basis in an email blast to our membership, allowing them to give a short commercial about their business. We are in the process of exploring how the various social websites can be used to help drive revenue or awareness of Chamber members businesses.

### Member Education:

The Member Education Committee planned and hosted five 60 Minute Member Ed lunch sessions that featured cutting-edge business topics presented by expert speakers.

### Focus Group:

See committee review on back cover.

The Frankfort Chamber of Commerce is proud of the many opportunities that were organized this past year. We are grateful to have your support as Chamber Members, and more importantly dedicated volunteers and advocates for our Chamber. We will strive to continue to provide interesting and valuable events and services to our membership and community as we move into the New Year.

## GOALS AND PROGRAM OF WORK FOR 2010

*By Harry D'Ercole Jr., 2010 Chamber President*

I am excited and honored to, once again, be the President of the Frankfort Chamber of Commerce. The Frankfort Chamber is comprised of a diverse group of business leaders in Frankfort and the LincolnWay area and is well respected by its surrounding business organizations, the Village of Frankfort and the community. It is my goal to continue with the successes of the past and bring forward new ideas for the future.

Over the last several years, business has had its challenges with the economic downturn. As we look ahead, this year will be one of transition for the Chamber office as our new Executive Director takes on her new responsibilities and our office operations. I am confident that this will be a smooth transition and look forward to working closely with Karen, the office staff, and the Board of Directors to make that possible. In 2009, through the efforts of Denise Williams and her committee, we were able to conduct focus groups and survey our membership regarding our organization's successes and weaknesses for our members. We now need to use that valuable input to address the needs of our membership and continue to move ahead. I look forward to the challenges of the New Year.

As President, I will be assisted by an outstanding Board of Directors, dedicated office staff and many volunteers to help with these challenges. I encourage our membership to get active and utilize the Chamber; whether it is networking at an event, volunteering, or communicating their concerns to us. I want to thank Outgoing President, John Clavio for all of his efforts over the last two years and our retiring Board Members. I have enjoyed working with all of you and will look forward to seeing you in 2010.

- Work for an efficient transition with the new Executive Director and office operations
- Continue to market the Chamber, its programs and membership to the community
- Re-evaluate our current programs and events to create greater involvement and successes utilizing the information gained from membership focus groups and surveys
- Work with the Village to maintain a strong climate for business in Frankfort