

2023

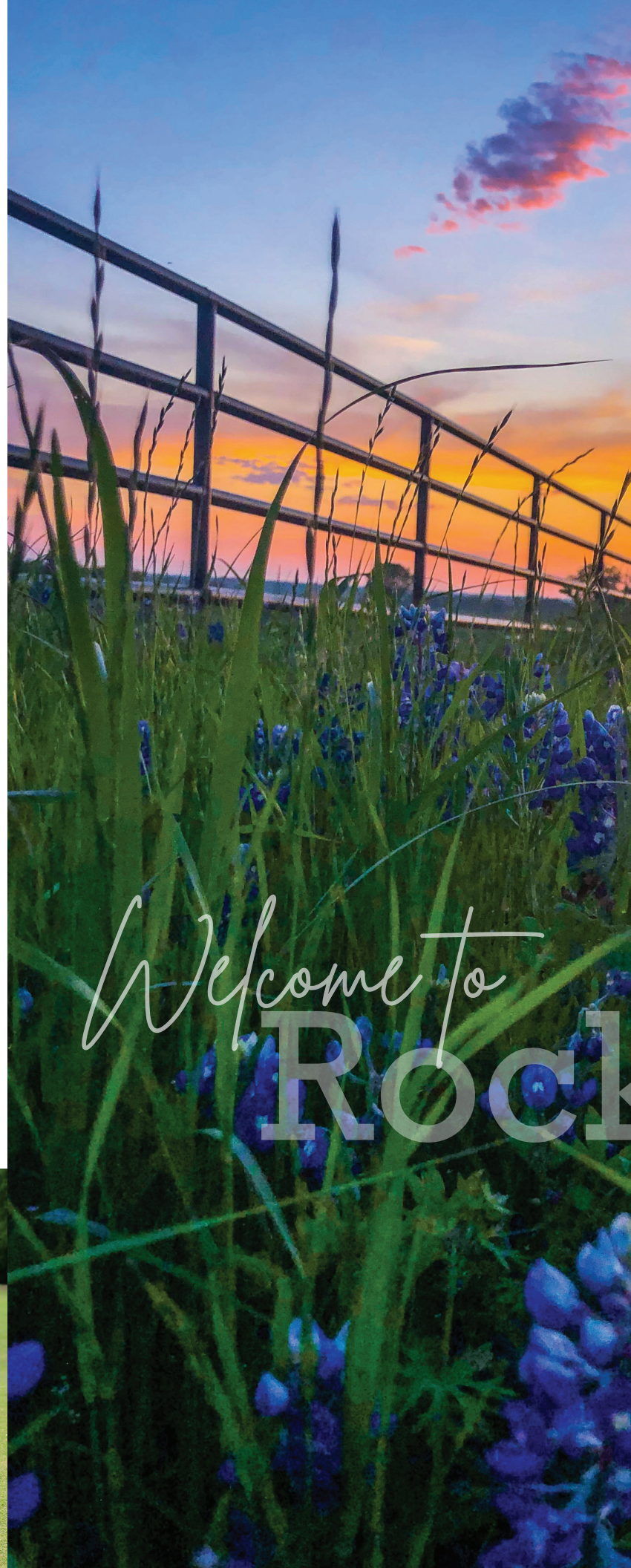
ROCKWALL AREA CHAMBER OF COMMERCE
ANNUAL REPORT

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Caddy Shack Golf Tournament



Welcome to
Rock



2023 Executive Committee

Chamber President/CEO, Darby Nielsen, IOM
Rockwall Area Chamber of Commerce

Chairman, Brady Z. Hill
Brady Z. Hill Farmers Insurance

Past Chairman, Eva Hummel
ATMOS Energy Corporation

Chair-Elect, Shane Hollas
Maaco of Rockwall

Treasurer, Jason Linscott
Texas Health Hospital Rockwall

Secretary, Lesli Y. Johnson
Rest Haven Funeral Home & Memorial Park

2023 Board of Directors

Rick Bernas, *Republic Services*

Kelli DeLozier, *HomeBank Texas*

Gerald Hendrick, *Rockwall Wealth Advisors*

Melaney Loar, *Regal Realtors*

Christopher Lynch, *Rockwall County Elections*

Ashlei Neill,
Rockwall ISD Education Foundation, Inc.

Jeremy Neill, *American National Bank of Texas*

Ben Northcutt, *All Care Comfort Solutions*

Trevor Reed, *Volkert, Inc.*

David Sweet, *Rockwall*

Barry Street, *Pegasus Foods*

Kim Timpa, *The Timpa Law Office*

Dr. John "JJ" Villarreal, *Rockwall ISD*

Jerry Welch, *Ebby Halliday, The Welch Team*

Amy Wilkins,
Baylor Scott & White – Lake Pointe

Roger Williamson, *Williamson Foundation Repair*

2023 Ex Officio Directors

Phil Wagner,
Rockwall Economic Development Corp.

Aretha Adams, *City of Heath*

Mayor David Billings, *City of Fate*

Message To Investors

In life, perfection remains elusive, and this extends to businesses, organizational entities, and communities alike. Nevertheless, the journey for our Rockwall Area Chamber of Commerce this year has been undeniably extraordinary. As a partner of this Chamber rest assured our Chamber is blessed with outstanding leadership from top to bottom. That starts with our board, who are each extremely involved in Chamber events and in our community as a whole. Our CEO, Darby (Burkey) Nielsen, is second to none and I would put her up against any Chamber CEO in the country. This year we have seen our Chamber staff step up and thrive in new roles and new responsibilities. When you see a team, all working towards the same goals, it makes the cliché of “team work makes the dream work” into a reality. To see our 5-star chamber continue to be the Hub for business in our area and then add true community involvement through things like Lemonade day makes me excited to see what comes next. I have been so honored to Chair and work beside a board of some of the best, most respected and hardworking people I know. We, as a board, truly want to thank you for your partnership and contributing to the elevation of our Chamber to what I believe is The Premier Chamber of Commerce in the nation. Thank you for your invaluable support.



BRADY Z. HILL

2023 Chairman
Farmers Insurance



Looking Forward To 2024

We're back! 2023 was a great year for the Rockwall area business community and the Rockwall Area Chamber of Commerce. We got back to “normal” and will build on that for 2024. Darby and her team have a full calendar of events, education and networking opportunities planned for 2024. We are excited to offer the best of the best to help our members grow themselves, grow their business and grow this community. I hope you get involved and take advantage of the great things the Chamber offers. We are stronger together! I look forward to seeing familiar faces and meeting many new ones. 2024 Here We Go!



SHANE HOLLAS

2024 Chairman
Maaco of Rockwall

A Message From Our President

**Darby Nielsen, IOM
President and CEO**

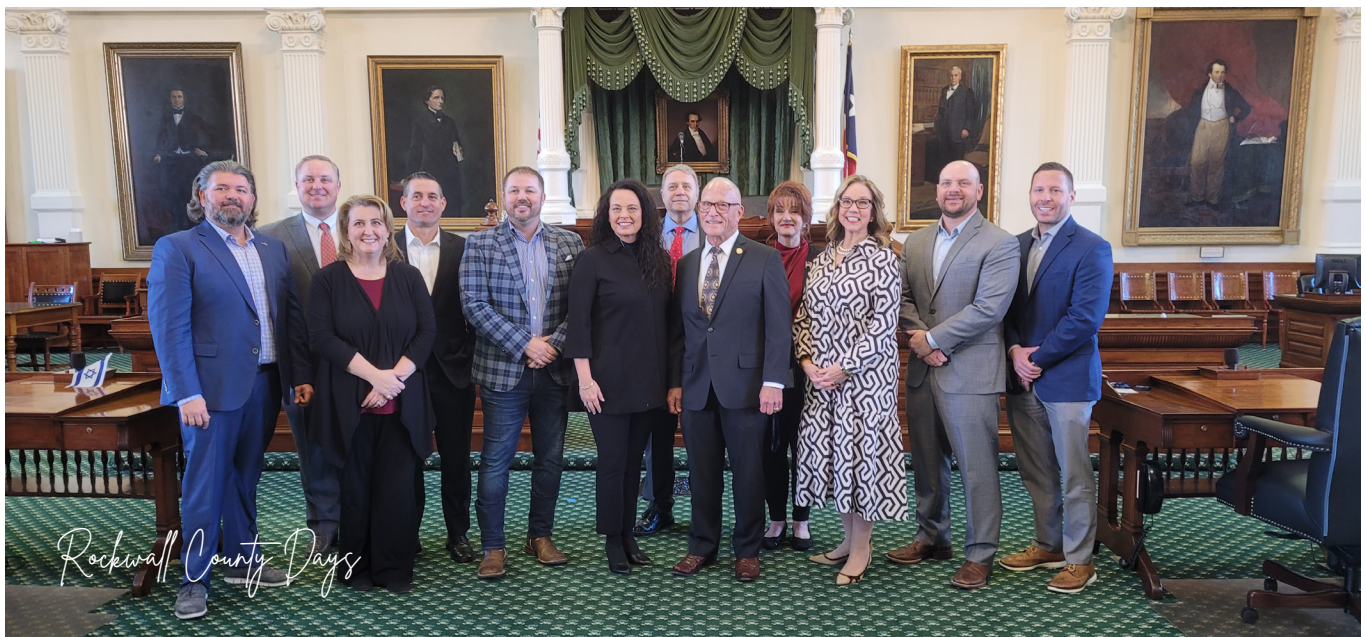


2023 was a game changing year for us because of YOU! It was our first year to live out the 5 Star status that was achieved in late 2022. It is also the kickoff of a yearlong celebration to commemorate our 95th year anniversary in 2024. Our success today is founded upon the true legends who set out before us to make the Rockwall area the best place to live, work and play. I believe they would be proud of the work that you all are doing to make this Chamber the largest and most impactful business association in our area. I know I am incredibly grateful for the opportunities to serve alongside of each of you. You make our community just that... a true community.

Each year comes with new beginnings and sometimes the sunset to others. I am so proud of the work that our Board, Ambassadors, and team does daily to live out our mission to “make every day extraordinary for business while maintaining the ideal hometown feel”.

I am looking forward to welcoming new businesses in 2024 as well as collaborating with the seasoned partners who may be celebrating incredible milestone anniversaries with us. You see the vision; you see the reason to stay connected and be a part of the conversation. You see that the success of this community is not an accident. It is a concentrated effort by leaders willing to work together for the greater good. Thank you for sharing that vision and collaborating with us to achieve success together.

Cheers to a year of celebrating the big 9-5 in a 5 Star way!





Leadership
Balance Community
Integrity
Service

The Rockwall Area Chamber of Commerce

is reflective of the industries and businesses it serves. As such, we are called to evolve, transform and innovate to ensure that our priorities and organizational structure are aligned with the evolving needs of our Partners. The Rockwall Area Chamber of Commerce’s Board of Directors have adopted the following Strategic Priorities through 2024.



HUB FOR BUSINESS

The Chamber will continue to be the hub for business activity where business professionals, elected officials and non-profit organizations connect, cultivate, converse, and collaborate throughout Rockwall County.



TOURISM

The Rockwall Visitor Center will continue to be an important part of our community. We will continue to expand our ongoing efforts to position our community as an upscale, unique lakeside destination.



ADVOCACY

We will continue to advocate for legislation that promotes business and industry, economic development, job creation and community quality of life at the local, state, and federal levels of government.



ORGANIZATIONAL EXCELLENCE

The Chamber will continue to strengthen its model for effective and efficient governance, fiscal health, management of information, workplace environment and team member engagement.



Scan here to learn more about our 2023-2024 Strategic Priorities

PARTNERSHIP

A five-star thriving business community

The Rockwall Area Chamber of Commerce

is over 9 decades strong and here to serve you. We are proud to represent over 750 organizations with over 12,000 employees. We want to thank our partners for their commitment to the Chamber, business, and the community! Because of organizations like yours we are able to accomplish much more together as the leading business association in the Rockwall area.

NEW
129
PARTNERS

RIBBON
68
CUTTINGS

CURRENT
743
PARTNERS

LEAD
\$1.5MM
REFERRALS

LEAD
2
REFERRAL
GROUPS

EMAILS
182K
SENT

Top three industries by number of businesses:

1. Health Care
2. Business and Professional Services
3. Finance and Insurance



2nd Annual Skate the Lake: Rockwall on Ice at the Rockwall Harbor. Rockwall welcomed over 7,500 guests to this new holiday tradition



Skate The Lake

VISITORS CENTER

WEBSITE
588
CLICK THROUGHS

VISIT ROCKWALL
70K
PAGE VIEWS

EVENTS
11
VISITOR BOOTHS

CONTENT
746
CLICK THROUGHS

ROCO &
\$7,020
DOWNTOWN DOLLARS

POSTAL
943
REQUESTS



Rockwall served as the host city for the Texas Association of Convention & Visitor Bureaus (TACVB) first regional workshop, working together to enhance the tourism economy in Texas

CHAMBER


Staying Social

225,440 Member search hits,
82,123 Member page visits,
8,358 Member linkouts

 **9,221** FOLLOWERS
192,229 MONTHLY REACH

 **2,357** FOLLOWERS
8,095 ANNUAL REACH

 **8,523** SUBSCRIBERS
43% OPEN RATE

 **82,123** MEMBER PAGE VISITS
225,440 MEMBER SEARCH HITS
8,358 MEMBER LINKOUTS



PROGRAMS & EVENTS



Signature Events

78 ROCKWALL COUNTY DAY ATTENDEES

408 ANNUAL MEETING & AWARDS BANQUET ATTENDEES

180 CADDY SHACK GOLFERS

80 LEMONADE DAY BOOTHS

508 NEW TEACHER APPRECIATION SUPPORTERS

350 FIRST RESPONDERS APPRECIATION SUPPORTERS

163 CLAY SHOOT PARTICIPANTS

Hosted the 8th Annual First Responders Appreciation Luncheon where we honored our Rockwall community First Responders and gave back over \$25,000 in local and community gift cards to the First Responders

Chamber Programs

1,109 LUNCHEON ATTENDEES

11 LUNCHEON PROGRAMS

31 POWER HOUR ATTENDEES

3 POWER HOUR TRAININGS

148 60 MPH ATTENDEES

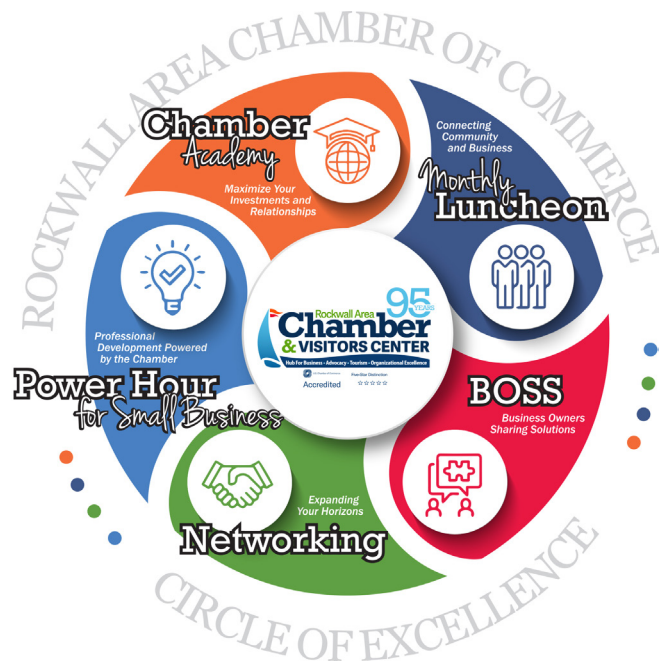
9 60 MPH NETWORKINGS

127 CHAMBER ACADEMY ATTENDEES

7 CHAMBER ACADEMY SESSIONS

127 OFF THE CLOCK ATTENDANCE

7 OFF THE CLOCK NETWORKINGS



Hosted 30 Professional Development sessions to keep Chamber Partners and Community Leaders "in the know"

LEADERSHIP DEVELOPMENT

\$1.5 million in business passed between 40 different businesses through our Pipeline Lead Referral Groups

Ambassador Team

This group of dynamic people volunteer their time to recruit new members, welcome new members, and help with special events, while representing their respective companies. The Ambassador group is often the first exposure some members have to the Chamber. Take some time to get to know this core group of Chamber Members.

Chairman, Shannon Thompson, *APlus Payroll*

Vice Chairman, Steve Torres, *Jetset World Travel "The Traveling TORO"*

Networking Co-Chair, Kevin Hadawi, *Wells Fargo Advisors*

Networking Co-Chair, Dottie Corder, *Young Chefs Academy Rockwall*

Secretary, Trevor Johnson, *NTX Indoor Digital Billboards*

Past Chairman, Gerald Hendrik CDFA®, *Rockwall Wealth Advisors*

Communications, Kayne J. Pierce, *b1Bank*

Staff Advisor, Lonny Schonfeld

Mitch Brown, *Dominion Payroll*

Amanda Casper, *Greater Rockwall Youth Symphony (GRYS)*

Julie Chambliss, *Lakeshore Assisted Living & Memory Care*

Lynette Coughlin, *Providence Place Bridal Shop*

Tracey Fentum, *Brittix Bubbles, LLC Commercial Cleaning & Janitorial*

Sheila Hair, *My Computer Guy*

Kaylee Harris, *Rockhopper Apparel & Design*

Beth McCrackin, *Lifetime Cos.*

Frank McLeod, *Minuteman Press Rockwall*

Eric McShannon, *McShannon Insurance Plus*

Kyle Samford, *JungleTrek Rockwall*

Jared Schweers, *Key Element Media*

Rachel Searson, *HouseMaster Home Inspections*

Brett Veno, *William Branch - Cross Country Mortgage*

Jerry Welch, *Rainbow Room Rockwall*

Janette Wold, *Self Possessed Coaching*

Young Professionals of Rockwall

The Young Professionals of Rockwall actively provides opportunities and resources to maximize personal & professional growth through networking, social and philanthropic events, and business development in the Rockwall community and beyond.

Advisory Committee

Chair, Johnny Kirkpatrick IV
Raptor IT Solutions

Community Outreach, Sarah Mathers
PAWS Service Dogs

Secretary,
Pastor Gunnar Ledermann
Divine Peach Church Rockwall

Gabbie Corletto
State Farm-Gabbie Corletto

Brandy Velasquez
Volkert, Inc.

54 MEMBERS



Rockwall Veterans Business Alliance

We unify, collaborate and promote opportunity for Veteran-owned or managed businesses in the Rockwall area. Promote commerce and growth within the Veteran business community, to educate and bring awareness to Veteran-owned/operated businesses and provide mentorship to new and developing Veterans in the professional environment.

Advisory Committee

Donnie LaGrange,
*Murphy & Sylvest
Wealth Management*

Mike Rannigan, *Doc's Roofing*

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MEMBERS



Professional Women's Alliance

The Professional Women's Alliance is a committee of the Rockwall Area Chamber of Commerce that empowers and unites women through business and community events. Membership is open to local professional women. We are committed to strengthening women as professionals and civic leaders. PWA's activities include continued education and workshops designed for developing female leadership, women's conferences, lunch-and-learns and women's networking events.

Chair, Tammy Escobedo, *Mary Kay*

Vice Chair, Cherie Jones, *USHEALTH Advisors*

Past Chair, Wendy Busher, *Revive Aesthetics*

Communications, Lynette Coughlin,
Providence Place Bridal Shop

139
MEMBERS



Senior Services Alliance

The Rockwall Area Chamber of Commerce Senior Services Alliance (SSA) is a network of chamber business professionals focused on being a resource to educate and serve the senior community and their families. Businesses that cater to our area seniors are encouraged to join the SSA to get involved and contribute to this mission. SSA offers events and activities that are designed to educate, engage, and entertain Rockwall area seniors.

Advisory Committee

Julie Chambliss
*Lakeshore Assisted
Living & Memory Care*

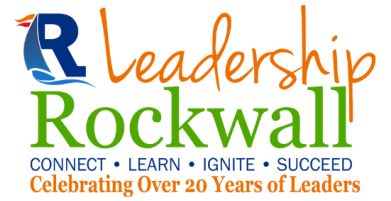
Chandrice Wall
Royse City Medical Lodge

Kaycee Nix
Broadmoor Medical Lodge

45
MEMBERS



LEADERSHIP DEVELOPMENT

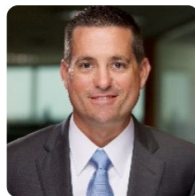


Leadership Rockwall Class of 2023

The Leadership Rockwall program was created on the belief that community, just as any business or organization, requires strong leadership to improve and grow. Leadership Rockwall aims to identify current and emerging leaders in our community, enhance their leadership skills and deepen their knowledge of the area's opportunities and challenges. Concurrently, the selected participants begin a series of nine monthly full day sessions and work on a community service project together.

Welcomed another 17 graduates to the Leadership Rockwall Alumni. Leadership Rockwall is the single most unique opportunity for emerging and existing leaders to build, collaborate, and steward a vibrant, interconnected community in Rockwall County and the surrounding areas

Kicked off our inaugural year of Lemonade Day with 80 young entrepreneur locations. A fun, experimental program that teaches youth how to start, own and operate their very own business - a lemonade stand



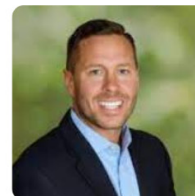
Shane Hollas
Leadership Rockwall Chair
Maaco Rockwall



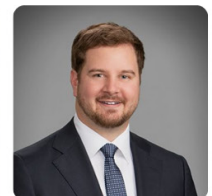
Sylvia Sotelo Kidd
Leadership Alumni Chair
Ebby Halliday Realtors



Lauren Chambers
Class Co-Advisor
Chambers Benefits



Gerald Hendrik
Class Co-Advisor
Rockwall Wealth Advisors



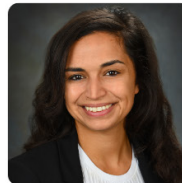
Logan Lance
Class Co-Advisor
American National Bank



Linda Bonin
Baylor Scott & White



Susan Burt
American National Bank



Desiree Dominguez
Rest Haven Funeral Home



Andrew Hawkes
Town of Sunnyvale



Beth Johnson
Frost Bank

2023



Clarence Jorif
The Compound Roysse City



Dominique Komarek-Hall
Brady Z Hill Insurance



Henry Lee
City of Rockwall



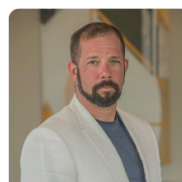
Amy Mitchell
Rockwall ISD



Christy Lynn Myers
Rockwall County Elections



Leigh Northcutt
All Care Comfort Solutions



Mike Rannigan
Doc's Roofing



Allen Robbins
City of Fate



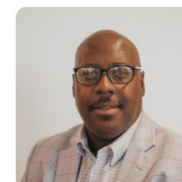
Ann-Marie Samford
Jungle Trek



Rachael Schmidt
Avidea Social



Shawn Yerks
City of Rockwall



Harold Young
YMCA Metropolitan Dallas





Rockwall Area Chamber of Commerce
STRATEGIC ALLIANCE PARTNERS



Platinum



City of Rockwall
The New Horizon



Gold



Silver



Bronze



Rockwall Area Chamber of Commerce SUSTAINING SUPPORTERS Committed to The Business Community

Chairman's Circle

ANB Wealth Management Group/Trust Services - Inspire Benefit Consultants
Texas Health Hospital Rockwall - Walmart Supercenter

President's Club

Allegiance Title Rockwall - Alliance Bank - ATMOS Energy - Guaranty Bank & Trust
Leadership Science Institute, LLC - Lolly & Pop's Medical Supply and Rental - Rockwall Chrysler Jeep Dodge
RoofKing Construction - Southwest Kia-Rockwall - Timpa Law Office - Young Chefs Academy of Rockwall

Executive Level

A/C Parts Warehouse - b1BANK - Card My Yard - Chandler's Landing Marina - Classic Powersports of Rockwall - Collin College - Coxco
Construction Group - Dunaway - Everflow Plumbing - EVEXIAS Medical Centers - Farmers Electric Cooperative - Hardesty Larman, PLLC -
Hill & Wilkinson Contractors - Honda Cars of Rockwall - Hyatt Place Dallas/Rockwall - Independent Financial - KE Andrews -
Jungle Trek Rockwall - Lakeside Bank - Lawson & Co CPA's - Milestone Home Service Co. - Oncor Electric Delivery - Pegasus Foods -
Royse City Emergency Hospital - Sear Steak House and Lounge - Spidermen Services - Truist - Waste Connections

2023

CHAMBER TEAM



The Rockwall Area Chamber of Commerce Staff is an extension of each one of our Partner's team. Our friendly and professional staff works to promote your business, provide events and programs that benefit Chamber Partners and strengthen business relationships in the Rockwall community.

Darby Neilsen, IOM
President/CEO
Rockwall Chamber of Commerce

Monique Gauwain
Director of Operations

Kate Sitzenstatter
Director of Marketing and
Partner Engagement

Jodi Willard, CTE
Director of Tourism
Visit Rockwall

Lonny Schonfeld
Partnership Development Manager

Beverly Wilson
Partnership Development Manager

Andrea Carr
Marketing and Communications
Coordinator

Keith Burns
Partnership Services

Amy Busch
Administrative Coordinator

Kelsey Curbo
Tourism and Programs Manager



2023 Recap

SIGNATURE EVENTS

2023 Annual Meeting and Awards Banquet presented by All Care Comfort Solutions, LLC

Held at Southern Junction in Royse City, we had over 400 partners in attendance and we congratulated the business and community leaders who had excelled in the following categories: Best Practices in Community Involvement & Impact: Doc's Roofing • Excellence in Customer Focus: Maaco of Rockwall • Emerging Business of the Year: Rayson's Creations Kaptured Memories • Small Business Partner of the Year: Young Chef's Academy • Medium Business Partner of the Year: Legends Fit • Large Partner Organization of the Year: Texas Health Hospital Rockwall • Destination Partner of the Year: Rosini Vineyards • Non-Profit Partner of the Year: Children's Advocacy Center for Rockwall County • Chairman's Award: Cindy Tayem, Oncor • Chamber Partner of the Year: Frank McLeod, Minuteman Press Rockwall

RISD New Teacher and Employee Welcome EXPO

We were thrilled to be able to present and host our annual long-standing event at the Dr. Gene Burton College and Career Academy that allows us to welcome the new teachers and employees of Rockwall ISD and introduce them to business and community leaders! This tradition brings business leaders together to welcome them to not only the District, but our community as well. Thank you to these 400 SUPERHEROES who are educating our future leaders and shaping our community! As we move forward, we eagerly anticipate the positive influence these new educators and staff members will bring to our schools and community. Together, we are shaping the future of education and creating an environment where excellence and growth flourish.

Lemonade Day presented by Young Chefs Academy of Rockwall

Celebrating the inaugural year of the Rockwall Area Lemonade Day! A fun, experiential program designed to teach youth how to start, own, and operate their very own business, a lemonade stand. This national program give youth the opportunity to experience entrepreneurship by setting up their business during their city's community-wide Lemonade Day. This year, we were proud to bring over 80 new entrepreneurs to our area. We can't wait to bring this program back next year! We're thrilled to announce that not only did we bring the award of the "New Kid on the Block" home for exceeding our goals and making a splash in the Lemonade Day world, with over 3,500 communities and 200+ zip codes, but also that Zackary Clark of Lemonology was awarded Entrepreneur of the Year 1st Runner-Up position in the NATIONAL contest (that's over 3,000 kids)!!!

Caddyshack Golf Tournament presented by American National Bank of Texas and Brady Z. Hill Farmers Insurance

It was a day full of fun and a little sun, with 37 teams from our amazing partners competing for the top prize. Thank you to X-Golf Rockwall for hosting our Par-Tee the night before. What a way to kick off the tournament! The Caddyshack Tournament was held at Buffalo Creek Golf Club in Rockwall, featuring 18 holes of golf, raffle prizes, and awards. The course was challenging, with a bit of rain the day before to make things interesting. Overall, the Golf Tournament was a great success, with some memorable moments and impressive performances from our Partners.

Rockwall County Days

Held in Austin, this was a great opportunity to connect with our elected officials, business, and community leaders from Rockwall County at the 88th Texas Legislative Session. This annual trip allows us to advocate for business in the Rockwall Area and provide opportunities to make in depth connections. We celebrated the 150th anniversary of Rockwall County and Rockwall County Sheriff's Department.

Annual Classic Clay Shoot presented by Rockwall Ford

We had an absolutely incredible time at the 2023 Annual Chamber Classic Clay Shoot held at the impressive Texas Gun Ranch. Our heartfelt gratitude goes out to our presenting sponsor, Rockwall Ford, whose support was instrumental in making this day unforgettable. A warm thank you also goes to our esteemed sponsors, whose contributions ensured the resounding success of the event.

First Responders Appreciation Luncheon presented by Legends Fit

We were so honored to have been able to bring our community together in a heartwarming celebration of our local heroes at the 2023 First Responders Appreciation Luncheon! We were proud to share this wonderful day with over 150 First Responders from Rockwall, Heath, Fate, McClendon Chisholm, and Royse City. The event was a tremendous success, filled with gratitude, camaraderie, and heartfelt appreciation for the dedicated men and women who risk their lives every day to keep us safe. We gave back over \$25,000 in local and community gift cards to the First Responders. A sincere thank you goes to Brigadier General Joe E. Ramirez Jr, USA (Ret.) for being our keynote speaker and leaving a lasting impression on all attendees.

Skate The Lake presented by Clay Cooley Hyundai of Rockwall

The City of Rockwall, Visit Rockwall and the Rockwall Area Chamber of Commerce collaborated to bring you Rockwall's own family friendly holiday entertainment! The second year of Skate the Lake at the Harbor was a great success. Our goal was to help families from all over the metroplex experience the Spirit of Rockwall and create a new holiday tradition for their family.

Making every day extraordinary for
business while maintaining the
ideal hometown feel.



Connecting the Rockwall Business Community since 1929

