

2025 Annual Impact Report



Connecting the Community



A Message From our President and CEO

Dear Partner and Stakeholders,
2025 for your 5 Star Rockwall Area Chamber of Commerce was not just a year of progress—it was a year of momentum.

Together, we continued building something bigger than any one business—a stronger, more connected, and more resilient Rockwall area. Because of your investment and leadership, the Rockwall Area Chamber of Commerce grew to represent more than 975 partner businesses, impacting over 18,000 local employees and driving forward a shared vision for economic vitality.

This year, we delivered over 165 programs, events and meetings, equipping businesses with the tools, connections, and visibility they need to succeed. From workforce and leadership development initiatives to signature events that strengthen community ties, every touchpoint was designed with purpose—and powered by you.

Our continued commitment to being a 5-Star Accredited Chamber reflects not only operational excellence, but a promise: to lead boldly, advocate fiercely, and never lose sight of what matters most—your success.

We believe strong businesses build strong communities. And because of you, we are not only supporting today's economy—we are shaping the future. From mentoring young entrepreneurs through Lemonade Day to convening leaders around critical issues, we are investing in what's next.

This is what it means to be the Hub for Business.

And we're just getting started.

Thank you for your partnership, your leadership, and your belief in what we are building—together.

With gratitude,

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





A word from our 2025 Board of Directors Chairman

As we wrap up this year, I want to sincerely thank you for being part of such a strong and engaged Chamber community. It has been a productive year filled with meaningful connections, shared goals, and steady growth.

The Chamber continues to play an essential role in supporting local businesses and strengthening our community. It provides more than networking opportunities. It creates a space where leaders collaborate, ideas are exchanged, and real partnerships are formed. The impact is seen not only in business success, but in the overall vitality of our region.

I am especially encouraged by the level of involvement and commitment from our members. When business leaders choose to invest their time and resources into the Chamber, it elevates the entire community. That kind of engagement does not happen everywhere, and it is something we should not take for granted.

Thank you for your support, your participation, and your dedication throughout the year. Serving as your Chamber Board Chair has been one of the greatest honors of my career.

Lesli Y. Johnson
2025 Board of Directors
Chairman
Resthaven Funeral Home and
Memorial Park



About the Rockwall Area Chamber

The Rockwall Area Chamber of Commerce's five-star accreditation from the US Chamber of Commerce is a testament to our commitment to excellence and the success of the local business community. With this prestigious recognition, the Chamber solidifies its position as a trusted advocate and resource for businesses in Rockwall. Upholding strong business practices and advocating for pro-growth policies, the Chamber actively supports the economic prosperity and success of its partners.

As a catalyst for growth and a champion of the business community's needs, the Rockwall Area Chamber of Commerce will continue to drive innovation and create opportunities for success. By fostering collaboration and providing valuable resources, the Chamber empowers businesses to thrive in a vibrant and prosperous environment. Together, the Chamber and its partners will shape a bright and booming future for Rockwall's businesses.

2025-2027 Strategic Priorities



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.

- Connect business leaders to build relationships, ensuring a balance between interactions and technology
- Continue strategies that are proven successful at connecting our Partners
- Gather and analyze more market data to assess Partners' expectations for value and return on investment
- Seek to play an increasing role in bringing stakeholders to the table and work together to build a thriving community
- Cultivate our community leaders through leadership development programming
- Converse in dialog between businesses, community leaders, stakeholders, and the Chamber



Advocate

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.

- Promote pro-business policy to: engage our economic development organizations to advance community change
- Expand our sphere of influence
- Support policies that improve the local business community
- Remain a non-partisan advocate for positions
- Expand the Chamber's capacity to lead community impact and advocacy efforts
- Support legislation on job growth and engage partners in our grassroots advocacy efforts



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.

- Maintain excellence through US Chamber Accreditation
- Attract and retain a diverse team of skilled and empowered professionals
- Grow membership
- Continue to grow the Chamber's partnership and total dues investments
- Enhance non-dues revenues and ensure adequate resources for the future
- Develop a Rockwall Area Chamber Forward Foundation
- Enhance speed and ease of information
- Enhance thoroughness, speed of delivery, and cost efficiencies of the Chamber's core processes

MISSION

To champion and support local business and tourism, foster community engagement, and enhance the economic vitality of the Rockwall area.

VISION

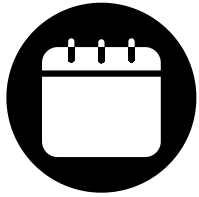
To be the destination for excellence in member services, community collaboration, business growth, and tourism, ensuring a thriving and vibrant community

CORE VALUES

Leadership, Community, Balance, Integrity & Service



LET'S LOOK AT THE NUMBERS

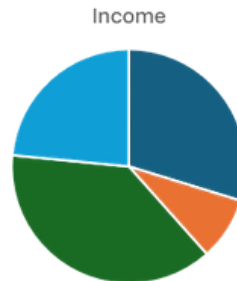


Established
1929

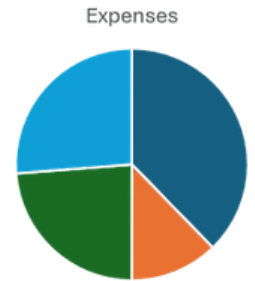
Our financial overview is presented in a clear, visual format through the accompanying pie charts, illustrating the percentage breakdown of both income and expenses. This approach highlights how resources are generated and strategically allocated to support our mission. These provides a snapshot of our financial stewardship, demonstrating our commitment to responsible management and meaningful community impact.



975
CURRENT
PARTNERS



■ Dues ■ Non-Dues ■ Events ■ Tourism



■ Admin ■ Operating ■ Events ■ Tourism

NETWORKING EVENTS

15

OFF
THE
CLOCK
NETWORKING
EVENTS

25

60 MPH
SPEED
NETWORKING

5

GRAND
OPENINGS

25

RIBBON
CUTTINGS

140

BUSINESSES AT
NEW PARTNER
SHOWCASES

COMMUNICATIONS



11K
FOLLOWERS



3K
FOLLOWERS



2K
FOLLOWERS



21.7K
FACEBOOK GROUP
FOLLOWERS



248,474
EMAILS SENT

ENGAGED ATTENDANCE

527

ANNUAL
AWARDS
BANQUET

127

ROCKWALL
COUNTY
DAYS

489

FIRST
RESPONDER'S
LUNCHEON

210

1ST ANNUAL
NON-PROFIT
UNITY
LUNCHEON

1,489

TOTAL
LUNCHEON
REGISTRATIONS

2025 Board of Directors

Executive Committee



Darby Nielsen, IOM
Rockwall Area Chamber
of Commerce and
Visitors Center



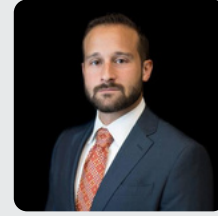
Lesli Y. Johnson
Chairman
Rest Haven Funeral Home
and Memorial Park



Jeremy Neill
Chairman Elect
Hanby Insurance



Shane Hollas
Past Chairman
Maaco Rockwall



Kayne Pierce
Treasurer
Happy State Bank



Kelli DeLozier
Secretary
HomeBank Texas



Alison Belliveau
Rockwall ISD



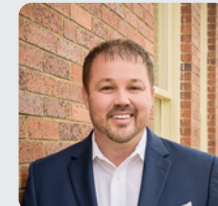
Donas Cole
Baylor, Scott & White-
Lake Pointe



Kevin Hadawi
Wells Fargo Advisors



Gerald Hendrik, CDFA
Rockwall Wealth
Advisors



Brady Z. Hill
Farmers Insurance
Brady Z. Hill Agency



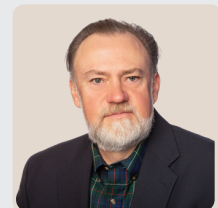
Eva Hummel
ATMOS



Jason Linscott
Texas Health Hospital
Rockwall



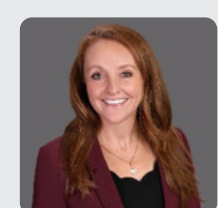
Rob McAngus
Mueller Family Law Group



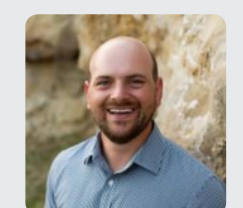
Frank McLeod
Minuteman Press



Ben Northcutt
Milestone Home Services Co



Lauren Podina
Orthopaedic Specialists of
Dallas



Trevor Reed
Volkert Inc.



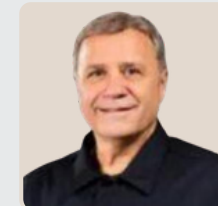
David Sweet
City of Rockwall



Steve Torres
The Traveling TORO



Jerry Welch
Ebbly Halliday



Roger Williamson
Williamson Foundation Repair

Ex-Officio Directors:



Dana Macalik
Rockwall County
Commissioner



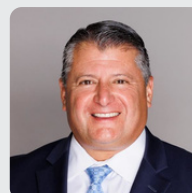
Christopher Lynch
Rockwall County Elections



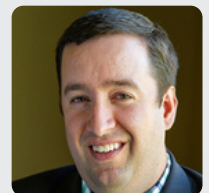
Mayor Jeremiah McClure
City of Heath



Mayor Bryan McNeal
City of McLendon Chisholm



Dr. John JJ Villarreal
Rockwall ISD



Phil Wagner
Rockwall EDC

2025 Signature Events



ROCKWALL COUNTY DAYS

Presented By:



ANNUAL MEETING AND AWARDS BANQUET: ROLL THE DICE

Presented By:



LEMONADE DAY JUNIOR MARKET

Presented By:



2025 Signature Events



CADDY SHACK, PAR-TEE & BATTLE OF THE BITES

Presented By:



ROCKWALL ISD NEW TEACHER & EMPLOYEE WELCOME

Presented By:



CHAMBER CLASSIC CLAY SHOOT & CIGARS AND CARDS

Presented By:



GROUP 1 FORD
Rockwall



10TH ANNUAL FIRST RESPONDERS APPRECIATION

Presented By:



2025 Signature Event Committees

Annual Banquet-

Ashlei Neill- Chairman- Rockwall ISD Education Foundation
Maya Crowsey- Freshly Clean
Ron Glasgow, CFP- Glasgow Investments
Kevin Hadawi- Wells Fargo Advisors
Rachel Searson- HouseMaster Home Inspections
Seth Thomas- Total Garage Solutions

Lemonade Day

Lacy Deckard- Chairman-Ebby Halliday Realtors
Dr. Danielle Hicks- Leadership Science Institute, LLC
Shane Hollas- Maaco Rockwall
Beth Johnson- Frost Bank
Johnny Kirkpatrick IV- Raptor IT Solutions
Ashlei Niell- Rockwall ISD Education Foundation
Kevin Pate- C12 Chair
Jeremy Pence- Spidermen Services
Kristie Rettman- Guaranty Bank & Trust

Rockwall ISD New Teacher and Employee Welcome

Shannon Thompson- Chairman- Thompson Heat and Air
Angela Ferguson- Guaranty Bank & Trust
Brittany McCaffety- City Lifestyle Luxury Publications
Kyle Tatum- HomeBank Texas
Steve Torres- The Traveling TORO
Amanda Walker- Texas Insurance Resource

Caddy Shack Golf Tournament

Jon Brooks- Chairman- Lifetime Cos.
Joshlyn Davis- Oncor Electric Delivery
Tracy Fentum- Brittix Bubbles LLC.
Elizabeth Garcia- Lifetime Cos,
Molly Irby- Independent Financial
Yvonne Lane- City of Fate
Ty Martinez- Hatfish Roofing
Mariah Meads- Hartley Law Firm

Chamber Classic Clay Shoot

Kayne Pierce- Chairman- Happy State Bank
Kristen Busby- Regal Realtors
Anna Choate- Regal Realtors
Lynette Coughlin- Providence Place Bridal Boutique
Joshlyn Davis- Oncor Electric Delivery
Tracy Fentum- Brittix Bubbles LLC.
Kevin Hadawi- Wells Fargo Advisors
Michael Rannigan- Doc's Roofing and Construction
Dustin Ray- Dustin Ray Realty Group
Trevor Reed- Volkert, Inc.
Nate Romo- Fate Roofing Group
Seth Thomas- Total Garage Solutions
Steve Torres- The Traveling TORO
Curtis Schaibly- Schaibly Brothers Foundation Repair

10th Annual First Responders Appreciation

Sheila Hair- Chairman- My Computer Guy
Tracy Fentum- Brittix Bubbles LLC.
McKenzie Hammontree- My Computer Guy
Mary Johnson- Housewarmers of Rockwall County
Logan McLaren- Maaco Rockwall
Whitney Mays- Comfort Keeps Home Care
Melanie Dawn Oester- MCS
Doris Richards- T&D Construction/Outdoor Living
Rachel Searson- HouseMaster Home Inspections
Seth Thomas- Total Garage Solutions
Steve Torres- The Traveling TORO



Chamber 1000: Race to Success Membership Campaign

ROCKWALL AREA CHAMBER 1000
RACE TO SUCCESS! IT ALL STARTS HERE!

COMMISSIONERS

SHANE HOLLAS MAA CO OF ROCKWALL
BRADY HILL BRADY Z HILL AGENCY

START YOUR ENGINES!

 WILLIAM BRANCH WILLIAM BRANCH GROUP	VS	 KELLI DELOZIER HOMEBANK TEXAS	VS	 KATHLEEN EVANS REGAL REALTORS	VS	 KEVIN HADAWI WELLS FARGO ADVISORS	VS	 SHEILA HAIR MY COMPUTER GUY	VS	 TRACE JOHANNESSEN & DAVID BILLINGS MAYOR OF ROCKWALL MAYOR OF FATE
 RICHARD CHAMBERS KASEY HOGLAND JENNIFER LAWS TY MARTINEZ LINDSEY MITCHELL		 GERALD HENDRICKS JUSTINE JONES DAWN REDIG RICHARD REDIG MICHAEL ROLF NATE ROMO JERRY WELCH		 STEPHANIE ADAMS STACY MASSAR ALMA MCCLINTOCK CARRIE PICKELL		 TRAVIS BARTON VICTOR CANTU DYLAN LABONTE DORIS RICHARDS KATE SITZENSTATTER DAVID SWEET		 MAYA CROWSEY BOBBY GLADU MCKENZIE HAMMONTREE BETH JOHNSON KIM JOHNSON MARY JOHNSON DOROTHY KAPLANERIS LOGAN LANCE		 AMBER COOK KAYNE PIERCE DAKOTA SHAW
 FRANK MCLEOD MINUTEMAN PRESS	VS	 JEREMIAH MCCLURE MAYOR OF HEATH SPLASH PAD POOL BUILDER	VS	 BILLY SELF WAREHOUSE PRO	VS	 STEVE TORRES THE TRAVELING TORO	VS	 ROGER WILLIAMSON & PATRICIA MEJIA WILLIAMSON FOUNDATION REPAIR & CHILDRENS ADVOCACY CENTER		 EVA HUMMEL ERIN NEILL JEREMY NEILL
 RUFUS BELL JERRY COOK TRACEY FENTUM TYLER MCLEOD RACHEAL SEARSON JEANNETTE WOLD		 JOSH BOMBA SCOTT DODSON JAMES FOWLER TRENT GOREE RYAN MOORMAN MITCH OWNBY		 WES JONES ERIK OISTAD JARED SCHWEERS MICAH SECTOR		 ANGI BURNS JENNIFER JOHNSON BRITTANY MCCAFFETY STEPHEN SABO DANIEL TAYLOR				

ONLY ONE TEAM WILL WIN

**210
NEW
PARTNERS**

**\$192K
IN
REVENUE**

Kicking off 2025 with momentum, the Chamber launched Chamber 1000: Race to Success—an ambitious membership drive aimed at reaching 1,000 partners. Through strategic outreach, community engagement, and the collective effort of our business leaders and ambassadors, we accelerated toward our goal and strengthened the Chamber’s impact across the region. This initiative not only expanded our membership base but also reinforced our commitment to growth, connection, and opportunity for our entire business community.



Leadership Rockwall Class of 2025 Project



COMMUNITY PROJECT

The 2025 Leadership Rockwall Project:

**BUILD A SENSORY GARDEN AND
ACCESSIBLE PATHWAY FOR SERVICE DOGS**

Unweaving

Leadership Rockwall Class of 2025 teamed up with Patriot PAWS, a Rockwall-based nonprofit that trains service dogs for disabled veterans, to create a sensory garden and accessible pathways. This project aimed to enhance the training area for service dogs and provide an inclusive space for veterans and visitors.

The sensory garden now features diverse textures, scents, and sounds to aid the dogs' sensory development while offering a calming environment. The accessible pathway ensures the area is easily navigable for everyone.



AFFILIATE GROUPS

Affiliate groups within the Rockwall Area Chamber of Commerce bring together partners with shared interests, experiences, or stages of life to foster meaningful connections and collaboration. These groups provide opportunities to build relationships, exchange ideas, support one another professionally, and stay engaged within the local business community, creating a stronger, more connected Chamber for all.



Professional Womens Alliance

Chairman: Justine Jones



Lynette Coughlin, Erin Kincaid, Kelli Delozier, Tammy Escobedo, Marry Grace Frasier, Cherie Jones, Ashlei Neill, Doris Richards, Rachel Searson, and Janette Wold



Young Professionals of Rockwall

Chairman: Gunnar Ledermann



McKenzie Hammontree, Eleanor Hill, Johnny Kirkpatrick, Logan McLaren, Tyler McLeod, Kyle Tatum, and Calyn Webb



Senior Services Alliance



Chairman: Chandrice Parmer

Julie Chambliss, Lyndsey Fisher, Gunnar Ledermann, Kendra McMurray, Lori Nesler, and Heather Summers



2025 Ambassador Team

This group of dynamic people volunteer their time to recruit new partners, welcome new partners, and help with special events, while representing their respective companies.

The Ambassador group is often the first exposure some partners have to the Chamber. Take some time to get to know this core group of Chamber partners.



Rachel Searson
Chairman
HouseMaster
Home Inspections



Janette Wold
Vice Chairman
Alchemy & Soul Coaching



Steve Torres
Past Chairman | Communications
The Traveling TORO



Trevor Johnson
Secretary
NTX Digital Billboards



Dr. Judy Vergara
Networking Co-Chair
Chakra Inner Peace
Energy Healing, LLC



Mariah Meads
Networking Co-Chair
Jim Walker &
Associates, PLLC



Doris Richards
Networking Co-Chair
T&D Construction Inc.



Lynette Coughlin
Providence Place Bridal Shop



Maya Crowsey
Freshly Clean



Amy Davis
Vixen Wellness & Med Spa



Madison Dillow
Orthopaedic Specialists of
Dallas



Tammy Escobedo
Independent Mary Kay
Senior Sales Director



Tracey Fentum
Brittex Bubbles LLC
Cleaning & Janitorial



Kevin Hadawi
Wells Fargo Advisors



Sheila Hair
My Computer Guy



Katherine Hough
Artisan Masonry & Granite



Molly Irby
SouthState Bank



Delisa Lapinsky
eXp Real Estate



Logan McLaren
Maaco Rockwall



Frank McLeod
Minuteman Press – Rockwall



Misti Nicholson
Nicholson Premier Realty



Melonie Oester
MCS



Kyle Tatum
HomeBank Texas



Seth Thomas
Total Garage Solutions



Calyn Webb
Doc's Roofing and Construction

Government Affairs

The mission of our 2025 Legislative Committee was to advocate for Rockwall Area businesses to government leaders while informing, educating, and engaging the Business Community regarding relevant public policy.



ROCKWALL COUNTY DAYS



COFFEE WITH COMMISSIONERS



ELECTED OFFICIALS RECEPTION



AREA MAYORS FORM



**STATE OF THE CITY OF
ROCKWALL**



LUNCH WITH THE LAW

Meet Our Team



Darby Nielsen, IOM
President/CEO



Monique Gauwain
Director of
Operations



Lonny Schonfeld
Partner Development
Manager



Beverly Wilson
Partner Development
Manager



Keith Burns
Partnership
Services



Monica Hogan
Event &
Communications
Coordinator



Michelle Carillo
Administrative
Coordinator



Vincent Vento
Intern - Rockwall
High School





Rockwall Area Chamber of Commerce
STRATEGIC ALLIANCE PARTNERS

THANK YOU OUR 2025 TOP INVESTORS!



PREMIUM ELITE

PLATINUM

GOLD

SILVER

BRONZE

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

Chairman's Circle

ActionCOACH Ascend Texas - Core Personnel Staffing Services - Qualthera

President's Club

Ablon at Harbor Village - Atmos Energy - Central Drug - Discount Tire
 East Fork Industrial - Furniture One Forney - Hartley Law Firm - Lakeside Bank
 Powell Investments LLC - Starr Turfgrass Inc - The Dunnan Team Pillar to Post Home Inspectors
 Tucker Roofing Systems - Yes Installation

Rockwall Area Chamber & VISITORS CENTER

Hub For Business • Advocacy • Organizational Excellence

U.S. Chamber of Commerce Accredited Five-Star Distinction ★★★★★



 Rockwall Area Chamber of Commerce
 @RockwallChamber
 @RockwallChamberofCommerce



rockwallchamber.org
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