



- Creating a strong local economy
- Providing networking opportunities
- Promoting the community
- Representing the interests of businesses
- Engaging in legislative action

2011 Annual Report



Sierra Area Vista Area Chamber
21 E. Wilcox Drive
Sierra Vista, AZ 85635
(520) 458-6940
www.sierravistachamber.org



"The Sierra Vista Area Chamber promotes business and provides leadership for the improvement of the community."

Chairman's Message



Thank you for attending this year's annual meeting of the Sierra Vista Area Chamber.

This has been an incredible and exciting year at your Chamber. We started the

year with our new executive director, Amanda Baillie, coming on board with new ideas and lots of energy. Amanda and the staff have embraced the Board's desire to have the Chamber be more responsive and serving to both its members and the entire business community. Some of the Board's goals that have been achieved or started are as follows:

1. Revised our fee structure and made them available to the public, either at the Chamber or on the Chamber's website.
2. Restructured some of the committees and continue to evaluate each committee's effectiveness.
3. Added a communications position to improve the Chamber's website and effectiveness in social networking.
4. Added an office manager skilled in accounting, Quickbooks, and

administrative matters.

5. Had the Chamber books audited by an independent CPA firm for both fiscal years ending June 30, 2010 and 2011, receiving unqualified opinions.
6. Teaming with the City of Sierra Vista and Huachuca 50 to bring more awareness regarding water and environmental issues and how these effect Fort Huachuca and our business community.
7. Reorganized and decorated the Chamber lobby.
8. Utilizing the Chamber meeting room to host more activities, providing more visibility for the Chamber and more benefits for the members.
9. The Chamber had a \$9,693 loss in fiscal year end June30, 2011, but is \$4,986 profitable this year, so far, with an adequate yet not excessive amount of reserve funds

We still have more to do and will continue to make your Chamber stronger and more beneficial to you.

Frank Gonzalez, Chairman

Financial Reports

Fiscal Year July 2010- June 2011

INCOME

Non-Dues Income	\$179,235.37
Membership Investment	\$213,173.65
TOTAL INCOME	\$392,409.02

EXPENSES

Admin/Personnel	\$310,708.34
Operating	\$45,585.68
Committee/Events	\$45,807.85
TOTAL EXPENSES	\$402,101.87

NET INCOME **-\$9,692.85**

Fiscal Year to Date, July-Dec, 2011

INCOME

Non-Dues Income	\$94,908.60
Membership Investment	\$105,790.02
TOTAL INCOME	\$200,698.62

EXPENSES

Admin/Personnel	\$143,435.49
Operating	\$24,587.05
Committee/Events	\$27,690.14
TOTAL EXPENSES	\$195,712.68

NET INCOME **\$4,985.94**

By The Numbers

6—Chamber staff
15—Board Members
\$50—Money saved on membership investment through referral program
53—Number of years the Chamber has organized the Annual Holiday Parade
66—Executive Club members
85—Vendors at 15th Annual Home & Business Expo
89 cents—Daily cost of a Chamber

membership for a store front business with one to 10 employees
\$99—New cost of newsletter insert
156—New members in 2011
\$175—Annual home based business membership investment
605—Chamber members on December 31, 2011
\$1200—Value of a \$300 Executive Club membership
2,000—Estimated Home & Business Expo attendees
PRICELESS—Value of your Chamber membership

Executive Club

American Family Insurance
 Arizona Water Company
 Best Buy
 Booz Allen Hamilton
 BrightStar
 CACI
 Campstone Transfer
 Castle & Cooke Arizona
 Castle & Cooke Mortgage
 CGI
 Cherry Creek Radio
 City of Sierra Vista
 Coca-Cola Refreshments USA
 Cox
 Data Systems & Technology
 Dental Village
 Fairfield Inn & Suites by Marriott
 Farmers Insurance—Ginny Francis
 Garden Terrace Assisted Living Home
 General Dynamics Information Tech.
 Horizon Moving Systems of Sierra Vista
 Huachuca Mountain Insurance Agency
 KKYZ Radio
 Landmark Café
 Lawley Automotive Center
 Lawley's Team Ford

Life Care Center
 Long Realty Co.
 Longhorn Restaurant
 Mall at Sierra Vista
 ManTech Telecommunications & Info Systems
 Mission Essential Personnel



Mobile Marketing Blueprint
 Nathan Williams Law Office
 National Bank of Arizona
 New Frontier Animal Medical Center
 Northrop Grumman Corporation
 Patio Pools & Spas
 Pioneer Title Agency
 Pueblo Del Sol Country Club
 Restless Wings Photography
 Rosemont Copper Company

Salient Federal Solutions
 Sentrillion
 Sierra Vista ACE Hardware
 Sierra Vista Herald & Bisbee Daily Review
 Sierra Vista Regional Health Center
 SMPLFY IT
 Southeastern Arizona Contractors Association
 Southern Arizona Media Productions
 Southwest Gas Corporation
 Southwestern Eye Center
 Stachel & Associates, P.C.
 STG
 Stilwell's Learning Center
 Suburban Extended Stay Hotels
 Sulphur Springs Valley Electric Cooperative
 Sun Canyon Inn
 TDY Housing
 TMS—Ty Media Services
 TownePlace Suites by Marriott
 University of Phoenix—Sierra Vista Campus
 Walmart Stores
 Wayland Baptist University
 Wells Fargo Home Mortgage
 Windemere Hotel & Conference Center

Sierra Vista Area Chamber 2011 accomplishments

Creating A Strong Local Economy

- Achieved fiscal year membership goal of 600 six months ahead of schedule
- Successfully took over organization of the Southeastern Arizona Contractors Association Home & Garden Show at Buena High School
- Held the 15th Annual Chamber Home & Business Expo
- Significantly reduced the cost of the monthly newsletter inserts
- Introduced a new Chamber iPhone and iPad APP
- Partnered with SSVEC on its Co-op Connections Card
- Partnered with Cochise College, Small Business Development Center and Sierra Vista Herald to stage a successful Women In Business conference
- Held a Mini-Expo for home based businesses and non-profits at The Mall at Sierra Vista, featuring Chamber members and non-members
- Took delivery of 5,000 member-sponsored Shop Local bags, to be distributed at Chamber and community events
- Joined the Southeastern Arizona Rural Chambers' Alliance
- Continued to sell thousands of dollars of Chamber gift certificates, including more than \$5,000 worth during the Monument Fire



Sierra Vista Area Chamber 2011 accomplishments

Providing Networking Opportunities

- Held an Executive Club launch reception and networking event
- Introduced breakfast networking at Wake Up Sierra Vista
- Introduced a new event reminder texting service
- Held successful monthly Business At Twilights
- Increased attendance at monthly Chamber 101 presentations
- Co-hosted a Best Kept Secrets event with Brushfire BBQ
- Continued to host the Military Affairs Luncheon, including the well attended Bring A Veteran To Lunch event

Promoting The Community

- Continued to distribute 10,000 copies of the annual Community Profile & Membership Directory, both locally and across the country
- Took delivery of 7,000 new Community Maps
- Distributed information to thousands of local and out of town visitors
- Re-vamped the Chamber lobby
- Held the Santa Fly-In and 53rd Annual Holiday Parade
- Continued with the annual Leadership Program



Sierra Vista Area Chamber 2011 accomplishments

Representing The Interests Of Businesses

- Restructured membership investments, to include reducing home based business and non-profit rates, which are now available on the Chamber website
- Expanded the Cox Resource Business Center as a conference and training facility for the business community
- Re-launched the monthly Vista newsletter in both an on-line and paper format
- Re-designed and introduced a more user friendly and interactive Chamber website
- Introduced a mobile version of the Chamber website
- Re-designed the weekly email blast
- Launched the Executive Club (formerly Presidents' Club) and improved benefits
- Merged the Diplomats and Member Services committees to create the Ambassadors committee
- Introduced a new, more user friendly Membership Guide
- Participated in an increased number of community events, such as the Freedom Home Show, Veterans' Expo and Women In Business Conference
- Introduced a new Member Referral Program



- Continued to host member Ribbon Cutting events
- Introduced a new annual sponsorship opportunities "menu"
- Hosted a seminar on the State Compensation Fund
- Hosted free classes on mobile websites and Facebook for small businesses

Sierra Vista Area Chamber 2011 accomplishments

Engaging In Legislative Action

- Executive Director and Chairman of the Board attended Arizona Chamber Executives Legislative Summit
- Met with Senate hopeful Congressman Jeff Flake to discuss long term viability of Fort Huachuca
- Attended reception for Senate Armed Services Committee
- Sent a letter to the Independent Redistricting Commission voicing concerns over proposed legislative maps
- Legislative Affairs Committee received monthly updates from City of Sierra Vista
- Legislative Affairs Committee partnered with City of Sierra Vista and Huachuca 50 to work on a new community wide campaign regarding Fort Huachuca and environmental/water mandates, to be launched in 2012.



Board of Directors

Executive Board



Frank
Gonzalez
Chairman
Lawley
Automotive
Group



DeeDee
Hoelt
Chair Elect
Wells Fargo
Home
Mortgage



Tim
Cervantes
Past Chair
Cerendipitees



Jean
Giuffrida
Secretary
Long
Realty Co.



Michael
Benson
Treasurer
TDY
Housing

Directors



Brad
Snyder
Sierra Vista
Realty



Jack
Blair
SSVEC



Joe
Stroud
E.F. Edwards
Financial



Pamela
Anderson
Landmark
Cafe



Rick
Shelley
Horizon
Moving
Systems



Susan
Tawney
Pioneer Title
Agency



Wallace
Ricks
ManTech



Anita
Farrow
National Bank
Of Arizona



Nancy
Nash
Stuff'N
Baskets



Nathan
Williams
Nathan
Williams
Law Office

Staff

Executive Director

Amanda Baillie

Membership & Marketing Director

John Hargraves

Communications Director

David Elkins

Office Manager

Leah Hastings

Events Coordinator

Diane Erwin

Administrative Assistant

Leah Barnes