



Perspective 2010

Annual Report

Letter to Chamber Members

The Chamber never relaxes its pledge to serve the membership, and that held true in 2010, with a program of work that included projects, events and services to benefit its member businesses.

“We are in the business of business,” and that means we strive for diversity in membership and consistently encourage members to patronize other members, thereby promoting the value of membership and Chamber involvement.

Thank you for the vital role you play in the Williamson County-Franklin Chamber of Commerce. We appreciate your support as we continue to serve you in the best way possible.

Perspective is available in printable form on our Web site www.williamson-franklinchamber.com.

Eddie Goodwin, Chairman

Nancy Conway, President/CEO

Membership Events

Chaired by Susan Minor, this committee offers Chamber members an opportunity to interact professionally in a social atmosphere, thereby increasing community and personal relationships along with networking, good food, door prizes and more.

- Membership Banquet
- Tennessee Equine Grand Prix Celebration
- Membership Luncheons
- Red, White & Blue Golf Tournament
- Business Expo
- Regional Business After Hours
- After Hours Business Mixers

Economic Development

Under the leadership of Jerome Terrell, this division promoted the importance of support to all member businesses, concentrating on offering assistance, expressing appreciation for membership and stressing the advantages of Chamber involvement.

Marketing

Each year, the Chamber Business Expo offers impressive displays, door prizes, delicious food, and beverages. The efforts of Ramona Harris, assisted in 2010 by Sandee Tishler, are recognized for the success of this event that always sees a waiting list.

Women2Women Division

The division was formed by a committee in August of 2010: Bev Burger, Candy Donegan, Cathy Holland, Harriett Sawyer, and Rosemary Frank with a mission to enable women business owners and professionals to grow by coming together to share mutual experiences, exchange information and develop business skills through networking and fellowship. The group's monthly luncheon meetings, which include inspiring speakers, provide valuable networking to *Connect / Grow / Lead*.

Young Involved Professionals

The mission of this Chamber division, launched in April of 2010 with an After Hours Mix and Mingle, is to be both a personal and professional development organization, allowing young business professionals an opportunity to connect and exchange ideas to stimulate economic, community and workforce development in Williamson County. Chairs were Shane Bailey and Debbie Henry.

Industry

The mission of this division is to maintain a relationship between local industry and government, whereby issues and concerns are shared and addressed as they pertain to the performance of, or hindrance to, conducting business in Williamson County. Eddie Goodwin was chair.

Tourism

In 2010, the Chamber continued its practice of working with the Williamson County Convention & Visitors Bureau. Persons requesting information were given details on lodging, restaurants, and points of interest. Travel expenditures in 2009 amounted to more than 264.5 million, with the impact of this spending saving every household in the county \$346 in taxes.

Communications

The mission of this committee is to communicate information about the Chamber's activities, accomplishments and local interest items to the Chamber membership and the general public. These publications are variously provided on our Web site, by e-mail and by fax. Our intent is that they benefit Chamber members in marketing and recruiting efforts, and a record of the Chamber's many activities and accomplishments. Bob Adgent serves as chair.

Membership Development

This committee devotes its efforts to the recruitment of new members, increasing membership investment and retaining existing member businesses, recognizing the cooperation of the Chamber Board of Directors, Ambassadors and Chamber staff as being vital in the attainment of its goals. The committee was chaired by Shelley Moeller.

Government Relations

On the last Monday of each month, during the time the state Legislature is in session, the Chamber holds a Public Affairs Roundtable, chaired by Houston Naron, open to the public, and shown live on local Cable Channel 3. In 2010, State Senator Jack Johnson and State Representatives Glen Casada, Phillip Johnson and Charles Sargent reported on activity in the Legislature and responded to questions from the audience.

Education

The Education Division of the Chamber maintains its support of a strong relationship between business and education in Williamson County through cooperation with public and private schools on all levels, along with colleges and universities. In November, the Chamber held the *World of Possibilities Career Fair*, aimed at serving both students and businesses.

Ambassadors

The Chamber Ambassadors were present at 45 ribbon cuttings and grand openings during 2010, and attended other events to assist and be helpful in any way possible. The mission of this group is to volunteer time to provide the first lines of invitation and leadership in businesses that are moving into Williamson County, and to help build strong relationships between the Chamber and its members. In 2010, Gary Buchanan and Candy Donegan were co-chairs of the Ambassadors.

Affiliations

The Chamber is proud of the following:

Character Under Construction, whose mission is to promote the behaviors that demonstrate good character in the schools, businesses and communities of Williamson County. Rick Wiseman is chair.

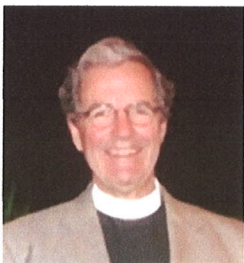
Nolensville Chamber of Commerce, serving a growing town, and hosting a Broken Wheel Festival and Business Bonanza that sees an expanding participation and attendance each year. Chuck Fann is president.

Fairview Area Chamber of Commerce, dedicated to providing leadership to promote a dynamic economic environment while maintaining the special qualities of life and work in Fairview and Williamson County. Beverly Totty is president.



2010 Legend Recipients

The most distinguished honor presented by the Chamber each year is the Legend Award, given to four citizens who have made contributions that enrich Williamson County. These community leaders were recognized at the Chamber Membership Banquet held in March 2010.



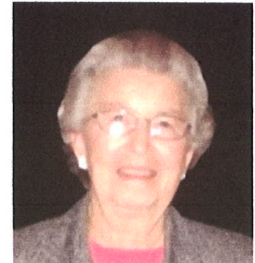
The Rev.
Robert W. Cowperthwaite



Al Gregory, Sr.
Posthumous



Jim Hayes



Janeil S. Westbrook