







#### The mission of the Frisco Chamber of Commerce is to protect







and promote commerce through advocacy, resources, and connections.







## A message from the

# 2016 CHAIR OF THE BOARD

## Chris Johnson

FRISCO STYLE MAGAZINE



It has been my sincere pleasure to serve as Board Chair for your Frisco Chamber of Commerce in 2016. With each turn of the calendar year, the current Chair "passes the baton" to a new board chair to assist in guiding the organization to new levels. While we often jest about the great sense of relief associated with the change in responsibility, my outlook is more filled with excitement and anticipation, than liberation.

2016 was another great year for our Chamber. Indeed, the Chamber staff continues to be a highly-motivated, dedicated team. Thanks to Tony Felker's leadership and vision, and the passion and expertise of staff, our Chamber has become among the leaders in the industry, offering quality, strategic opportunities for local businesses – undoubtedly the envy of communities across the nation. With the Chamber's 4-Star Accreditation, premium services are provided efficiently, with defined and documented procedures that are a model for other chambers.

Additionally, the leadership of the various Chamber committees continues to be stellar, from Frisco Young Professionals (FYP) to Women Enhancing Business (WEB), Young Entrepreneurs Academy (YEA), the International Business Council (IBC) and Leadership Frisco, all have been vigilant about their purpose and mission.

One area of particular interest to me this past year has been the Governmental Affairs Committee (GAC). As an integral part of the Chamber's advocacy role for business, the planning, structure and processes put in place ultimately allow the Chamber to not only quickly react to important legislative action on a local, state and national level, but more importantly, play a role in forming and communicating the needs of our members to elected officials.

I am also extremely excited about the development and launch of an entrepreneur center that will facilitate and accelerate organic connections among businesses, investors and advisors. While only grassroots now, in time I expect the center to be one of the greatest benefits to Chamber members of all industries and sizes.

Know that your continued support of our programs, events and agenda is greatly appreciated. I trust you will join me in anxious anticipation of what lies ahead in 2017.

## A message from the

# 2017 CHAIR OF THE BOARD

## Karen Cunningham

THE HOPKINS GROUP

I am honored to serve as Chair of the 2017 Frisco Chamber of Commerce Board of Directors. We are very fortunate to have an engaged and passionate group of business leaders serving the Frisco business community on the Board of Directors. This year, with the new direction of the Chamber, we will continue to develop new — and enhance existing — programs and services to meet the needs of our members and the greater business community.

Over the past several years, Frisco has experienced tremendous growth and has become a destination for both families and companies who want to be part of a well-planned and developed community with a top-rated school district as the backbone of it all. It is my hope that the Frisco Chamber of Commerce continues to be seen as a strong advocate and valuable resource for businesses of all sizes.

At the core of Frisco's success is a deeply rooted commitment to partnerships. Frisco would not be the successful community it is today without leaders who have been willing to negotiate, compromise and ultimately work together to do what's right for our community as a whole. Staff, elected and appointed leaders of the City of Frisco, Frisco Independent School District, Chamber of Commerce, Convention & Visitors Bureau, Collin College, Economic Development Corporation, Community Development Corporation, and so many others continue to be great examples of leaders who work together to accomplish great things. The families and companies who make Frisco home are the true winners of these efforts!

We will continue to cultivate these partnerships, as well as focus on areas outlined in our new Strategic Plan, to be seen as the leader in protecting and promoting commerce through advocacy, resources, and connections.



## A message from the

# PRESIDENT & CEO

## Tony Felker, CCE, IOM

FRISCO CHAMBER OF COMMERCE



As we celebrate the new year, we naturally look back and reflect on the past. I truly believe that we will look back on 2016 and call it "the year when everything really changed!" There were numerous BIG things commenced this year that will have a long-reaching impact on not only this organization but on our business community as well.

We began 2016 by shifting the focus of the Frisco Chamber of Commerce from areas that serve a small percentage of our members to advocacy, an area that impacts every business in Frisco and the community as a whole. Our Governmental Affairs Committee took things to a much higher level, as did our International Business Council, in developing a new focus going forward. The business growth in Frisco also equated to growth in members and business partners, placing our membership total at over 1,300 which includes 45 Chairman Partners.

We adopted a new Strategic Plan, setting forth the direction of the Chamber through 2019, and focusing on areas such as being the "Voice of Business" and taking on the role of "problem solver" throughout the Frisco business community. Last year was also a time in which our events sold out quickly and were viewed at a whole new level, our communications and social media presence were greater than ever before, and we began the launch of Frisco Entrepreneur.

As we look ahead to 2017, "continuous improvement" remains a part of our culture, with each board member, staff member, committee chair, and volunteer committed to making a change for the better, on a daily basis! We thank you for your partnership this past year. As you know, Frisco is number one in so many ways...we look forward to watching your business grow exponentially in 2017.

29 Frisco Edition - October 2016



Chamber President Tony Felker (right) reviews an agreement between Frisco and Brazos Electric.

NONPROFIT

## Frisco Chamber of Commerce

Organization stands for local businesses

By Lindsey Juarez

or more than 45 years, the Frisco Chamber of Commerce has been an entity that supports business. The vision of the chamber, however, has evolved over

The Frisco Chamber of Commerce was established in 1970. It was a volunteer-run organization with a part-time executive for about the first 25 years of its existence, chamber President Tony Felker said.

The first full-time president and CEO of the chamber came on board in the mid-1990s, said Felker, who became the chamber president in 2009.

Before the Frisco Economic Development Corp. was created in 1991, the business landscape in Frisco was

much smaller than what it is today, Felker said.

The focus of the chamber before 1991 was also similar to what the FEDC does now, including economic development, business attraction and business retention and expansion, he said.

"Business back then was very, very different," he said. "It was a bunch of folks that got together and wanting to be helping and developing the business community."

Now that the chamber has the FEDC to partner with, the chamber can focus more on being an advocate for businesses, Felker said.

This year, the chamber tweaked its mission statement to say that the chamber protects and promotes commerce through advocacy, resources and connections. The updated mission statement is a part of the chamber's 2016-20 strategic

Felker said the chamber is moving past being an entity for ribbon cuttings and networking events. The major focus of the chamber's role is to be a problem solver for businesses, he said.

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-Tony Felker, Frisco Chamber of

of that."

Commerce president

"While the [FEDC] is mainly "If there's anything concentrated on attracting companies, it's really [the chamber's] role to make certain that once these companies are heresmall, large, in between-that

they have what they need," he said. "If there's anything keeping them up at night, we're here to help try to take care of that."

Felker said the chamber will address both seemingly small issues-such as calling the city to fix a standing water problem-and bigger issues for businesses.

Some of the bigger issues the chamber has gotten involved in recently include joining a lawsuit against the U.S. Department of Labor's new overtime rule and becoming a party in a case against overhead power lines in West Frisco.

Taking a stance on governmental issues is a relatively new effort from the chamber's board of directors.

"Six years ago, people saw the chamber of commerce as a thermometer," he said. " ... A thermometer tells you what the temperature is; it doesn't do anything about raising the temperature or cooling the temperature. Rather than a thermometer, I want to be the thermostat that actually turns the heat up or lowers

things down and makes things happen."

One of the key values of the chamber under the new strategic plan is continuous improvement so the chamber can be the best it can

for the business community, Felker

He said this means the chamber has to be at the top of its game and not be soft when it comes to advocating for

"[The chamber has] no ability to regulate, tax, anything like that. So the saying is we are the most powerful powerless organization," he said. "We have no power to do anything. But if we can take the resources that we have, the connections that we have, the leverage that we have throughout the community and if we can channel that in the right direction ... it's amazing what we can and have done over the years."

#### Frisco Chamber of Commerce

6843 Main St., Frisco 972-335-9522 www.friscochamber.com Hours: Mon.-Fri. 8 a.m.-5 p.m., closed Sat. and Sun.



## ADVOCACY — A Shift in Focus

No other organization in Frisco is better poised than the Frisco Chamber of Commerce to be the "Voice of Business." In early 2016, the Chamber tweaked its mission statement to read "to protect and promote commerce through advocacy, resources, and connections." The Governmental Affairs Committee of the Frisco Chamber is at the forefront of issues not only involving Frisco, but the entire North Texas region.



# IMPACT NEWSPAPER

#### Frisco Chamber joins lawsuit against Department of Labor's overtime ruling

FRISCO The Frisco Chamber of Commerce joined more than 50 Texas business organizations in filing a lawsuit against a new Department of Labor overtime rule, which goes into effect Dec. 1.

The Texas and national business organizations, led by the U.S. Chamber of Commerce, National Association of Manufacturers and the Texas Association of Business, filed a lawsuit that alleges a new overtime rule exceeds the Department of Labor's statutory authority under the Fair Labor Standards Act.

The overtime pay rule changes the salary threshold for those who are exempt from receiving mandatory overtime pay. Currently, full-time, salaried workers making \$23,660 or more per year do not qualify for overtime pay. Under the rule, that salary level changes to \$47,476 or more per year in 2016.

The DOL said about 4.6 million employees who are currently exempt from overtime pay would receive overtime protection under the rule, which the department argues would help those workers receive fair compensation for their work.

The lawsuit was filed in the U.S. District Court for the Eastern District of Texas.

#### Water development act passes U.S. House

AUSTIN A resolution to help the North Texas Municipal Water District get its largest project to date online sooner rather than later was passed by the U.S. House of Representatives on Sept. 28.

The Water Resources Development Act—now up for a vote in the Senate—requires the Environmental Protection Agency and the U.S. Army Corps of Engineers to issue a final permit for the construction of the Lower Bois d'Arc Creek Reservoir no later than Sept. 30, 2017.

The resolution was introduced in February by U.S. Rep. Sam Johnson, R-Plano, and was co-sponsored by U.S. Rep. Pete Sessions, R-Dallas,



U.S. Rep. John Ratcliffe, R-Heath, and U.S. Rep. Eddie Bernice Johnson, D-Waco.

Planning for the estimated \$1.2 billion reservoir in Fannin County has taken more than a decade to complete and more than \$122 million has been spent for its construction.

# **ADVOCACY**

- Growth and Legislative Agenda

"One of the things we talk about all the time is we're not your grandfather's chamber," Felker said. "We don't want to be viewed the way chambers have historically been viewed...We're going to shake it up. We're going to do things differently."





TONY FELKER

Tollway and its record of nation-leading population growth, Frisco has been on a roll, with no signs of slowing down.

ith its \$5 Billion Mile

under construction

along the Dallas North

One of the entities helping the city grow is the Frisco Chamber of Commerce, led by Tony Felker, president and CEO.

Frisco grew a whopping 32 percent between 2010 and 2015, boosting its population to 154,407. The city posted an average annual population growth of 5.32 percent, ranking first in that category as well. The Frisco Chamber has 1,300 members, which ranks it No. 5 in North Texas, according to Dallas Business Journal research.

"One of the things we talk about all the time is we're not your grandfather's chamber," Felker sald. "We don't want to be viewed the way chambers have historically been viewed ... We're going to shake it up. We're going to do things differently."

What's the latest on Frisco's \$5 Billion Mile? The last number that I saw, the figure was up to \$5.4 billion. That \$5.4 billion is if everything is built out the way everybody assumes it will be. We know some aspects won't be built out to what's planned, and others are probably going to be more than what's expected. I think when the everyday person hears about the \$5 Billion Mile and everything that's going to get built,

Frisco Chamber of Commerce

Education: BBA/BJ. Business - Marketing

Interests: Business, all sports, history, music, pool and darts, reading and writing.

Watch the video of our Power Player www.bizjournals.com/

they think that by Christmas of 2017 everything is going to be built. It's not like that. Some of these developments will be 15 or 20 years. I tend to think it will be sooner than that because most of the growth up here has had more rapid sellout and absorption than anywhere else.

How does Frisco fit into the economic development scene in North Texas? We refer to it as co-ompetition - a mix of cooperation and competition. It's not a case of one city competing against another city and what do we get, what does Plano get and what is Rockwall getting? Texas is doing great within the whole country. The better that Frisco can do in terms of economic development, the better that Plano (and others) can do.

Do you view Frisco as a suburb of Dallas or as its own city? Jokingly. whenever I'm at a convention out of town or visiting folks in other states. I say "I'm from Frisco, Texas." If I get that look, I say "If you don't know where Frisco is, Dallas is our suburb 20 miles south."

What's your budget size and source? We are currently at \$1.35 million. Dues make up about half of that, and the other half comes down to events,

relocation guide, advertising, and anything and everything else.

What is topping your legislative agenda right now? The key points are transportation, economic development. Local control is a big issue, as well as energy and education.

What is your focus on local control? We feel that government is best exercised at the local level. That should start with the local governing body being City Council as much as possible. I always find it funny that state elected officials say "Washington, stay out of our business," but then they're very quick to turn around and tell cities what they can or cannot do, or push unfunded mandates down.

What do you see as the biggest threat to continuing the wave of growth, corporate relocations and expansions in Frisco and North Texas? Water, which is a statewide issue. Workforce development is much more of a regional and local issue, as is transportation. Bringing people into the area is going to be a critical issue. We're at 2.4 percent unemployment in this area now, and we've got more companies coming. We need more trained workers today and we need to make sure that we've got a highly qualified and trained workforce coming in tomorrow.

Can you narrow it to one? If I had to choose just one, I'd probably go with transportation. It is such a complicated issue. There are so many components with transportation.

What differentiates the Frisco Chamber from others? Too often, I think, chambers of commerce have defaulted to 'we do networking, we do ribbon cuttings and we have chicken lunches.' We have made it a point that we're not going to do that. There are certain things in town that we are best suited for - advocating on behalf of our businesses, being problem solvers. lobbying on behalf of the business community, legislation - those are things that impact every single member of ours, every single business.

How did the deal with the Dallas Cowboys for The Star in Frisco come together? That was a model where they took the deal that was in place for Toyota Stadium and said, hey, we've done this before. We've got the city that's been involved, we've got the school district that's been involved. we've got a private entity that's been involved. We can tweak this. It took about 90 days to put that whole deal together because they basically took the agreement and substituted "Cowboys" in for "FC Dallas."

Bill Hethcock

## RESOURCES - Industry Leader

The Frisco Chamber of Commerce is a leader in the business community by providing services and information that are uniquely available through the Frisco Chamber of Commerce. In addition, through valuable partnerships, the Chamber leverages all resources in the community to serve the over 1, 300 members who represent over 75,000 employees.

PISD Board Place 2
Anjali Shirvaikar
Phil Rumirez
Steve Noskin

"The major focus of the Frisco Chamber of Commerce's role is to be a problem-solver for local businesses. If there is anything keeping you up at night," Felker tells business leaders, "we are here to solve those problems."





#### 2016 HR Summit

The HR Summit was one of many resources offered by the Frisco Chamber of Commerce. Other resources included a Small Business Summit and seminars on a variety of topics.



FOR THE LIFE OF YOUR BUSINESS

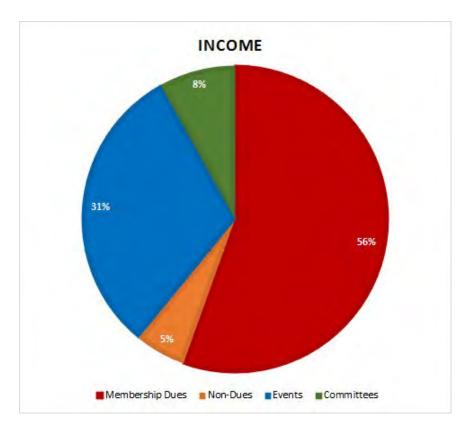
Free business counseling services by SCORE (Senior Corps of Retired Executives) are offered at the Frisco Chamber of Commerce weekly by appointment.

#### **Connection Luncheon Series: Future of Education**

2016 Municipal Candidate Forum

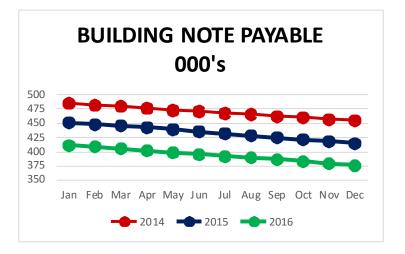
Educators must go deeper to equip students to excel in "The 4 C's": communication, collaboration, critical thinking and creativity," shared Dr. Jeremy Lyon, Superintendent of Frisco ISD. "That is not going to be measured on an end-of-term social studies exam."

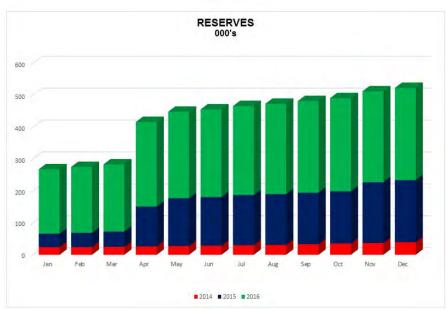


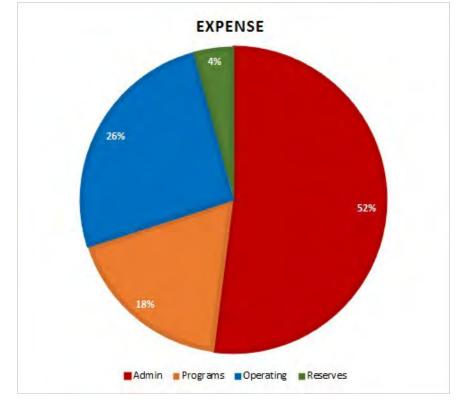


# RESOURCES

Financially Strong







# **Numbers in The News** Frisco Chamber of Commerce **Partners Founded** Wednesdays. Listen Live on KVGIRadio.com to Frisco - On Top of the World! serve on the **Board of Directors FORTY AMBASSADORS** attendees at sold-out State of the City Luncheon Professional Sports Teams As Members

# CONNECTIONS

Culture of Engagement

Social media remains a strong avenue for the Frisco Chamber of Commerce to communicate with members and the community.













Page		Total Page Likes
1	Fort Worth Chamber of	. 6.4K
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3	Plano Chamber of Com	2.9К
4	Irving-Las Colinas Cham.	2.6K
5	Allen-Fairview Chamber	1.4K



# CONNECTIONS - Valuable Relationships

Committees are the heartbeat of the Frisco Chamber of Commerce. From legislative advocacy to special events, this is where Chamber members get involved and make a difference in the community. For more information about the committees, visit FriscoChamber.com



**AMBASSADORS** 



FRISCO YOUNG PROFESSIONALS

# LIMMC



**GALA COMMITTEE** 



**GOLF COMMITTEE** 





INTERNATIONAL BUSINESS





**SENIOR SERVICE ALLIANCE** 



**TEAM B2B** 



OMEN ENHANCING BUSINESS



## **INDUSTRY** LEADERS

- The Next Generation

#### Frisco Entrepreneur



**CONNECTING LOCAL ENTREPRENEURS AND LOCAL INVESTORS** 



The Frisco Chamber of Commerce is taking the lead in tackling challenging hurdles for local entrepreneurs. The Chamber has always been at the center of creating opportunities for local businesses to grow and thrive by being the "voice of business" and providing the best resources and connections for its members and all Frisco residents. Two events, held in December 2016, were the first steps of many in the Chamber becoming the epicenter for Frisco Entrepreneurs.

#### **Weekly Internet Radio Show**

#### Frisco - On Top of the World!

The staff of the Frisco Chamber of Commerce hosts a weekly radio show named Frisco—On Top of the World! The show airs live on Wednesdays at 8:00 AM and replays throughout the week. Weekly topics include the Frisco business community, sports, workforce development, education and everything Frisco! Listen live on KVGIRadio.com.



"The Chamber is committed to continuing to expand and enhance its role of fostering and supporting our local entrepreneurs who are running and creating businesses," Felker said. "We understand to do that we must take action and a leadership role in becoming the connection point for all things entrepreneurial in Frisco."

**KVGIRadio.com** 

# 2017 BOARD OF DIRECTORS

#### **Executive Committee**



**Karen Cunningham** Chair The Hopkins Group



**Keith Wright** Chair-Elect BB&T



**Chris Johnson Past Chair** Frisco STYLE Magazine



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Craig Moen Secretary



Lawrence Howorth **Executive Committee** Wells Fargo Advisors, LLC HOWORTH International, LLC



**Paul Williams Executive Committee** Bison Financial Group



**Ann Anderson** Anderson Insurance Agency



**Heather Bowers** Lone Star Benefits



**Peter Burns** 



**Kristin Grammar** TIG Real Estate Services, Inc.



**Kevin Hodes** SWYPIT.com



**Christal Howard** Community Impact Newspaper



Vik Jain Stonebriar Financial Services



Josh Meek Meek Industries, LLC



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**Steve Zeigler** Jersey Mike's



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**Gina Cheek Executive Assistant** 



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Shona Huffman Director of **Governmental Affairs** 



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Karen Kim **Director of Marketing** & Communications



Roz Righetti Office Manager



Christi Wilson **Director of Events** 

**CHAMBER STAFF** 





# LOOKING AHEAD

— The Voice of Business

The Frisco Chamber of Commerce serves one of the fastest growing cities and business communities in the region and Texas with over 1,300 members who represent over 75,000 employees as a voice for business.



Traffic Infrastructure Funding



2017 LEGISLATIVE AGENDA

### ECONOMIC DEVELOPMENT

Business Growth Job Growth Incentive Programs

#### **HEALTHCARE**

Cost Quality Funding

#### **GUIDING PRINCIPLES**

1. The government shall do no harm to the Frisco area

business community oreconomy. 2. The government should limit taxes and government regulation except when doing so would constrain business growth. 3. The government should focus on issues and priorities that foster a favorable business community and job growth in the region, including streamlining processes. 4. The government should maintain local control by keeping as many decisions and regulations as possible at the governance level closest to the people. 5. The Frisco Chamber of Commerce will take a "long-term" perspective in all of our advocacy efforts ... not trading our future for short-term gains. 6. The Frisco Chamber of Commerce will advocate for legislation that promotes or maintains a fair and

BUSINESS REGULATIONS

Taxes Federal Mandates

#### **ENERGY**

Cost-Effective Reliable

WATER

Clean, Reliable Water Supply Infrastructure LOCAL CONTROL

Property Taxes Unfunded Mandates Local Regulations

#### **EDUCATION**

competitive business environment.

FISD Funding Higher Education Norkforce Development

#### CONTACT

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