



## Corporate Scorecard Results 2013



## Year in Review

As I am reviewing our year-end results, I see that we have achieved more than half of our seven measurable targets. Those categories include net income, ROI, number of paid conference attendees and conference attendee satisfaction. Targets not achieved include DallasHR number of members, member retention and conference exhibitor satisfaction.

While not all projections were met, we are proud of our accomplishments. As a small non-profit, financial security is a continuous juggling act. As a small business, we are focused upon operating efficiently and economically while providing our members and attendees the level of resources you need and expect.

We have a volunteer leadership team of 32 professionals and more than 100 + volunteer committee members who work year-round. This organization survives because these full time professionals are committed to supporting you and your profession through their time, energy and knowledge.

Our full-time staff of six works diligently with these volunteers to ensure they have the resources necessary to be productive while juggling full time jobs and full time families.

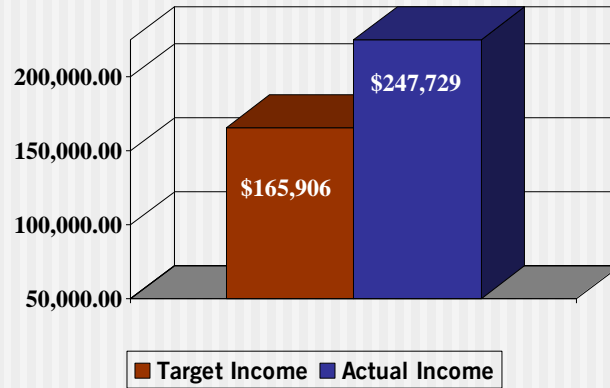
We continue to think of you, the member, first when we make decisions about how to invest our assets in the organization.

I am honored to lead this organization and to have the opportunity to be of service to you. Please let me know how we can better serve you and your professional needs.

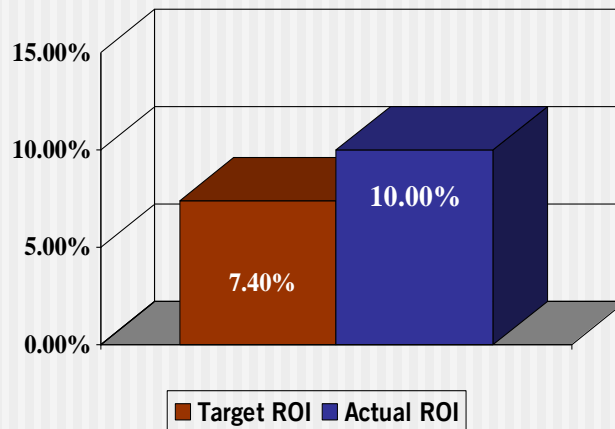
Diane McClendon  
Executive Director

## Corporate Scorecard Results 2013

Objective: 165K Net Income

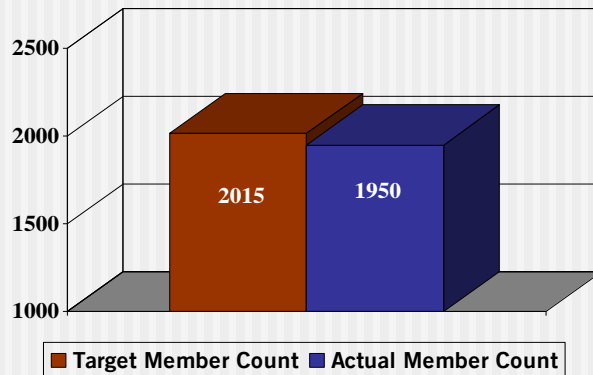


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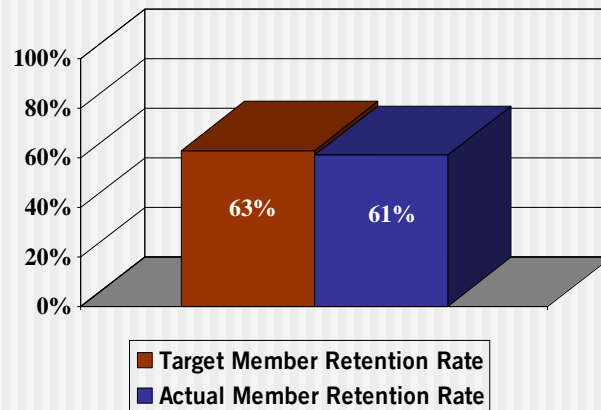
## Corporate Scorecard Results 2013

*Objective: Grow Membership*



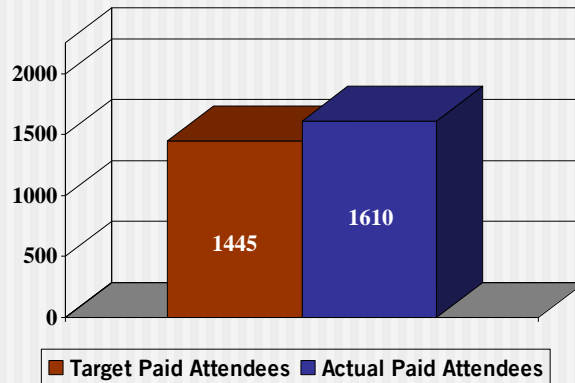
## Corporate Scorecard Results 2013

*Objective: 63% DallasHR Member Retention Rate*



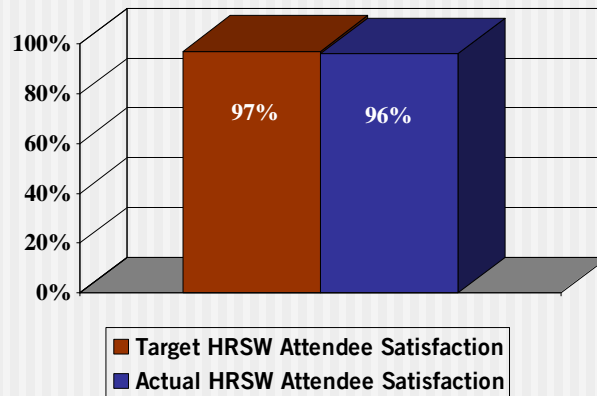
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*Objective: 1445 Total Paid HRSouthwest Conference Attendees*



## Corporate Scorecard Results 2013

*Objective: 97% HRSouthwest Conference Attendee Satisfaction*



## Corporate Scorecard Results 2013

*Objective: 94% HRSouthwest Conference Exhibitor Satisfaction*

