



# Corporate Scorecard Results 2015

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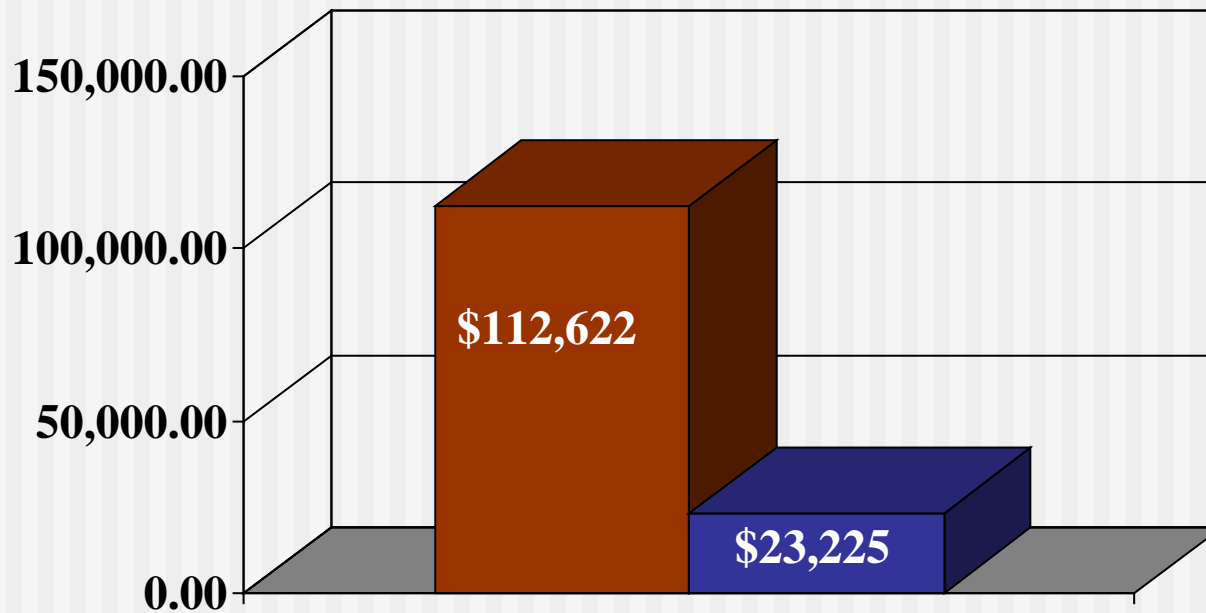
# Year in Review

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[Read Diane McClendon's 2015 recap.](#)

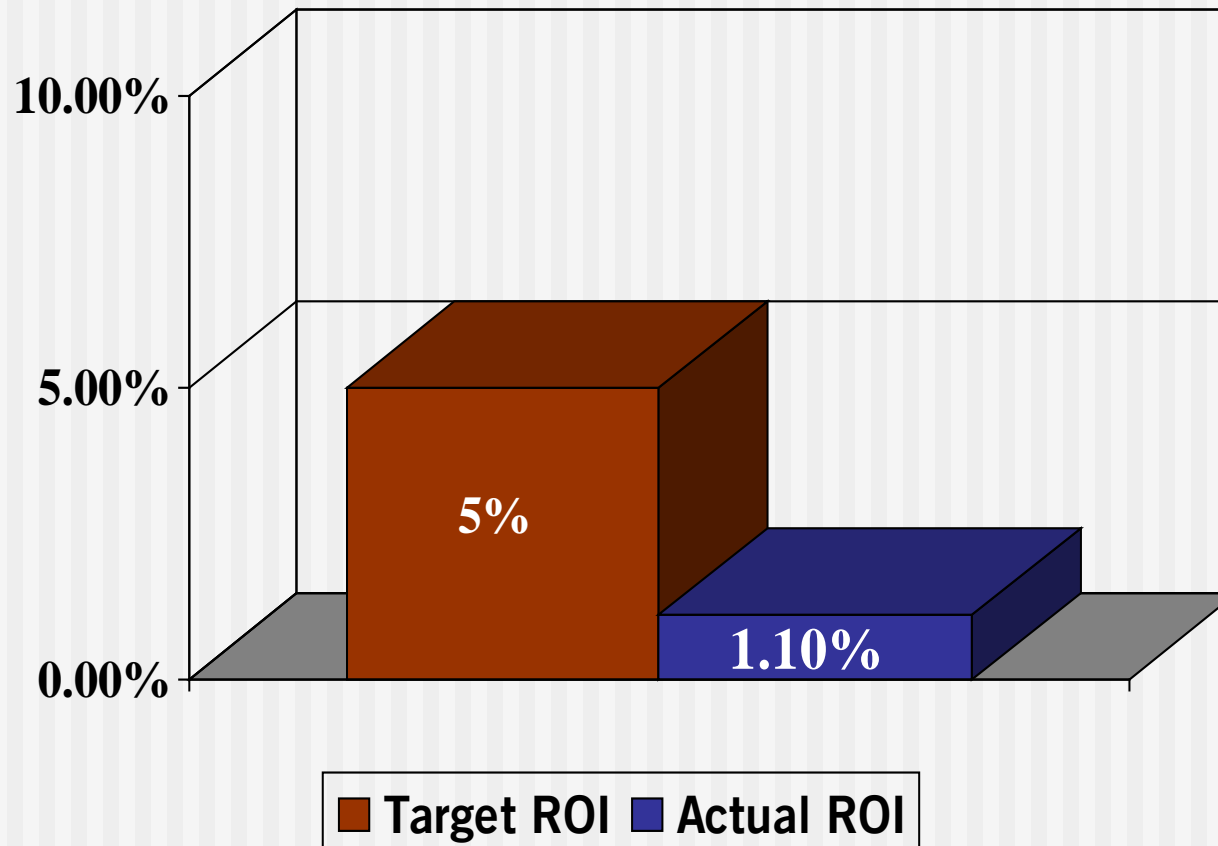
# Corporate Scorecard Results 2015

*Objective: 112K net income*

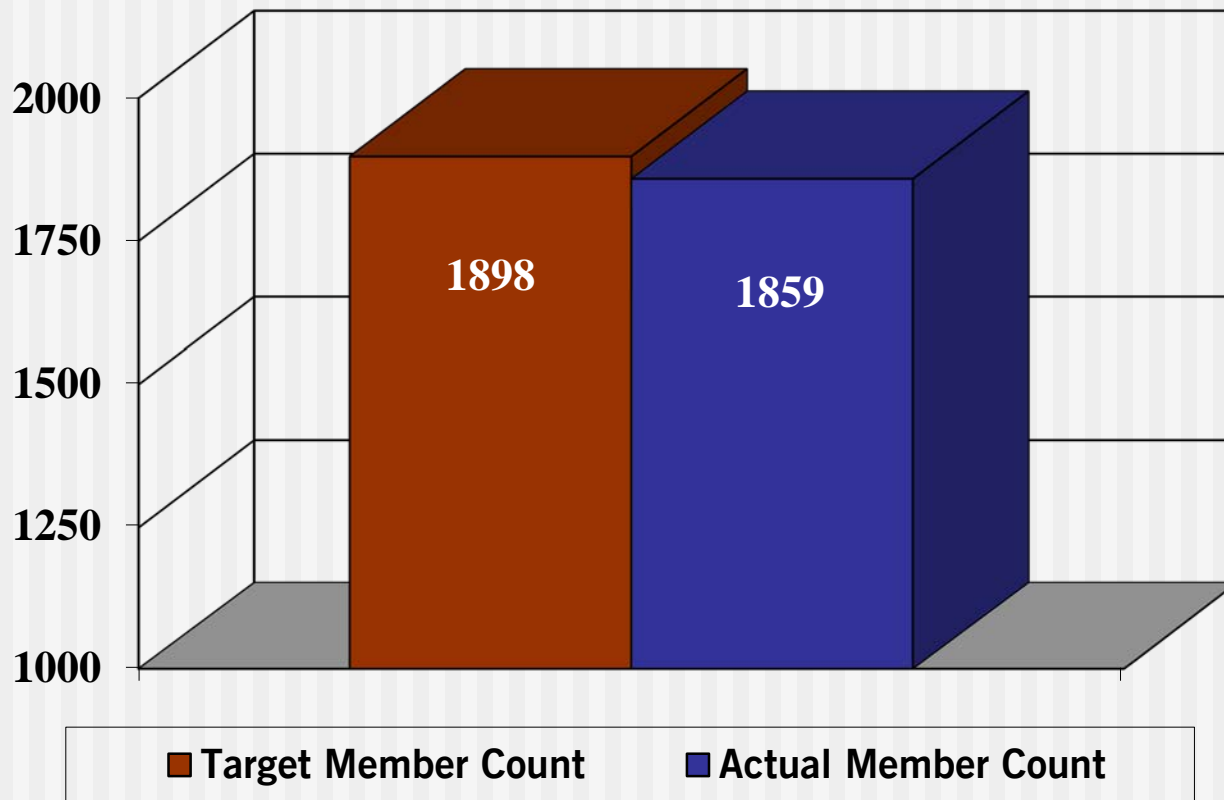


■ Target Income ■ Actual Income

# Corporate Scorecard Results 2015

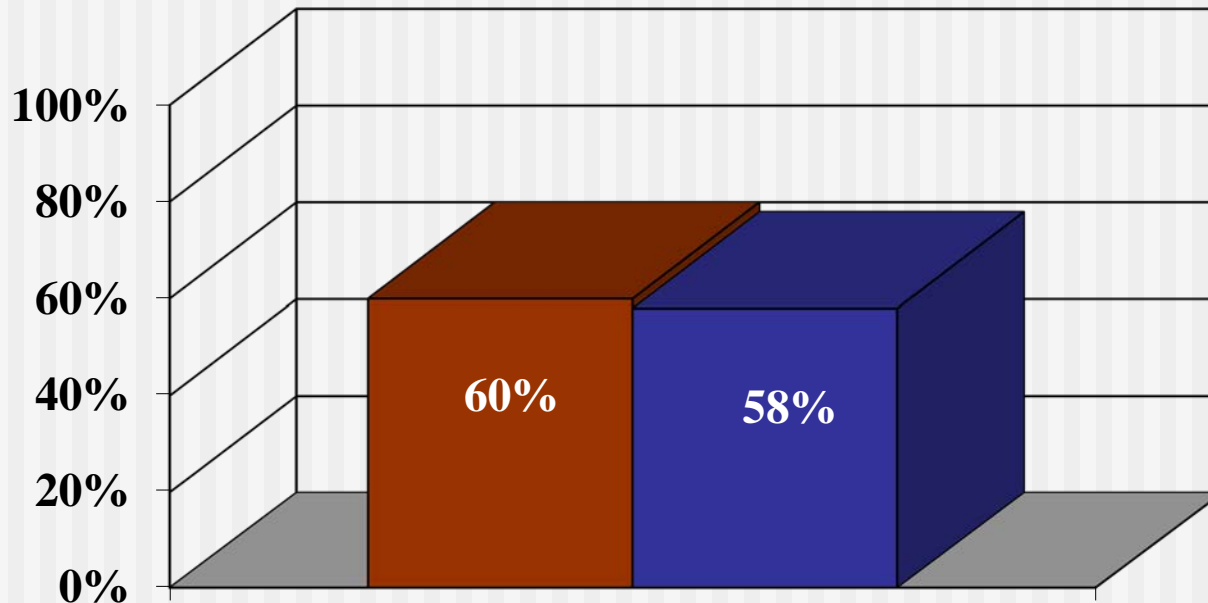


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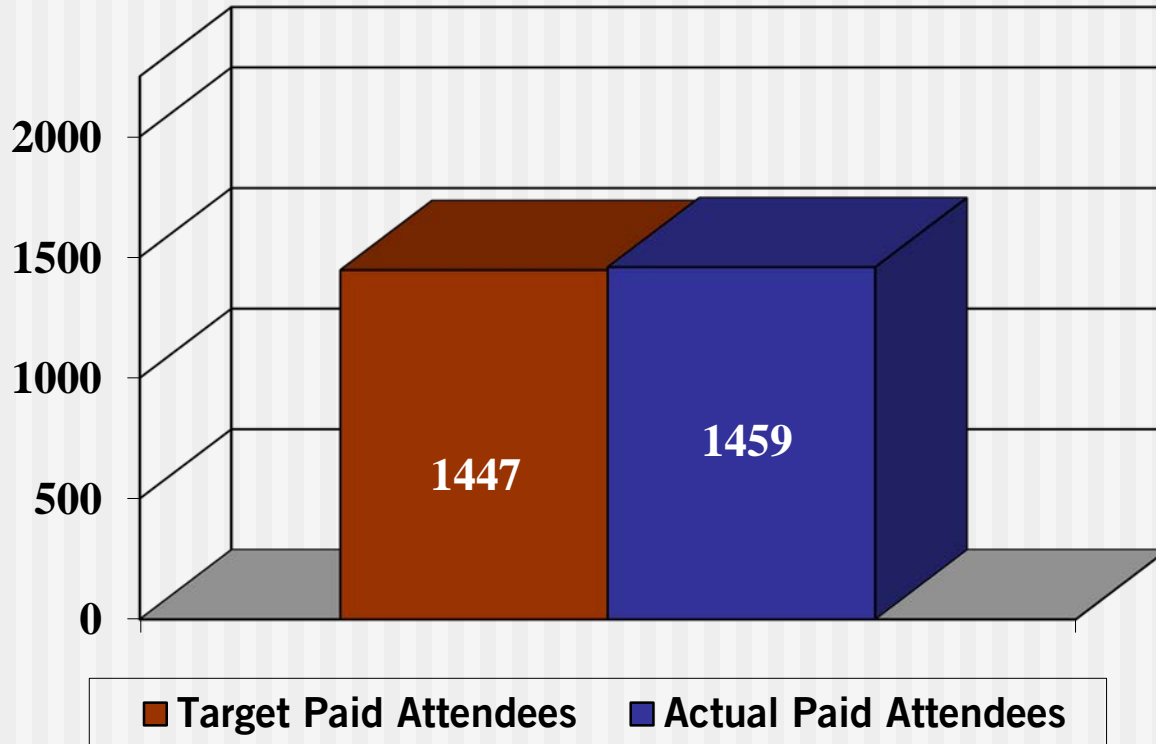
*Objective: 60% DallasHR member retention rate*



■ Target Member Retention Rate  
■ Actual Member Retention Rate

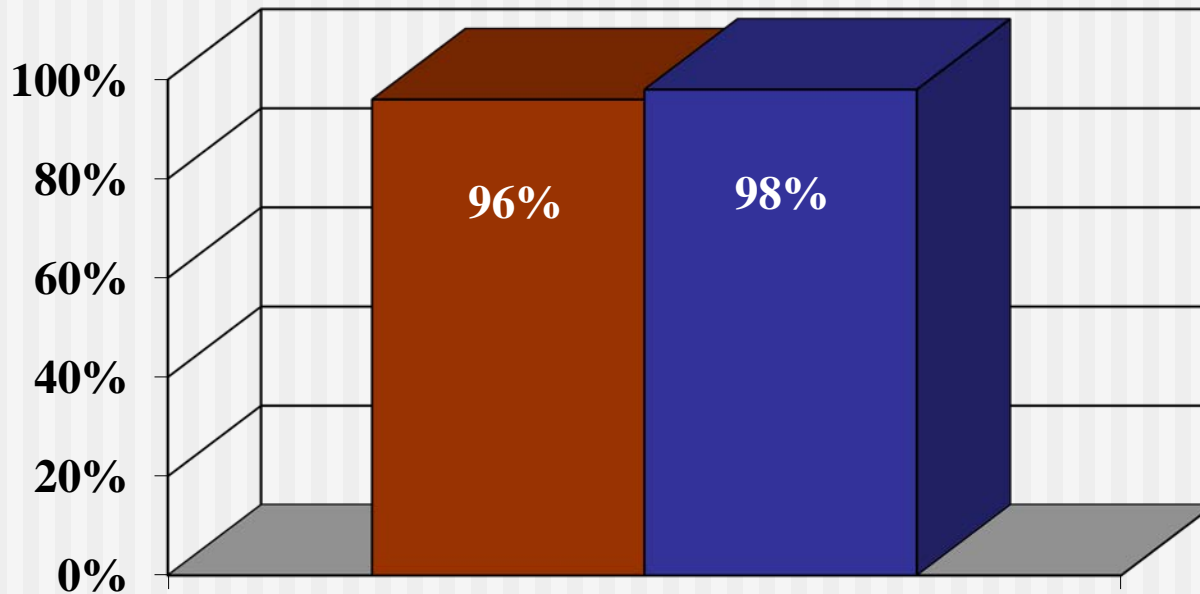
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*Objective: 1447 total, paid HRSouthwest Conference attendees*



# Corporate Scorecard Results 2015

*Objective: 96% HRSouthwest Conference attendee satisfaction*

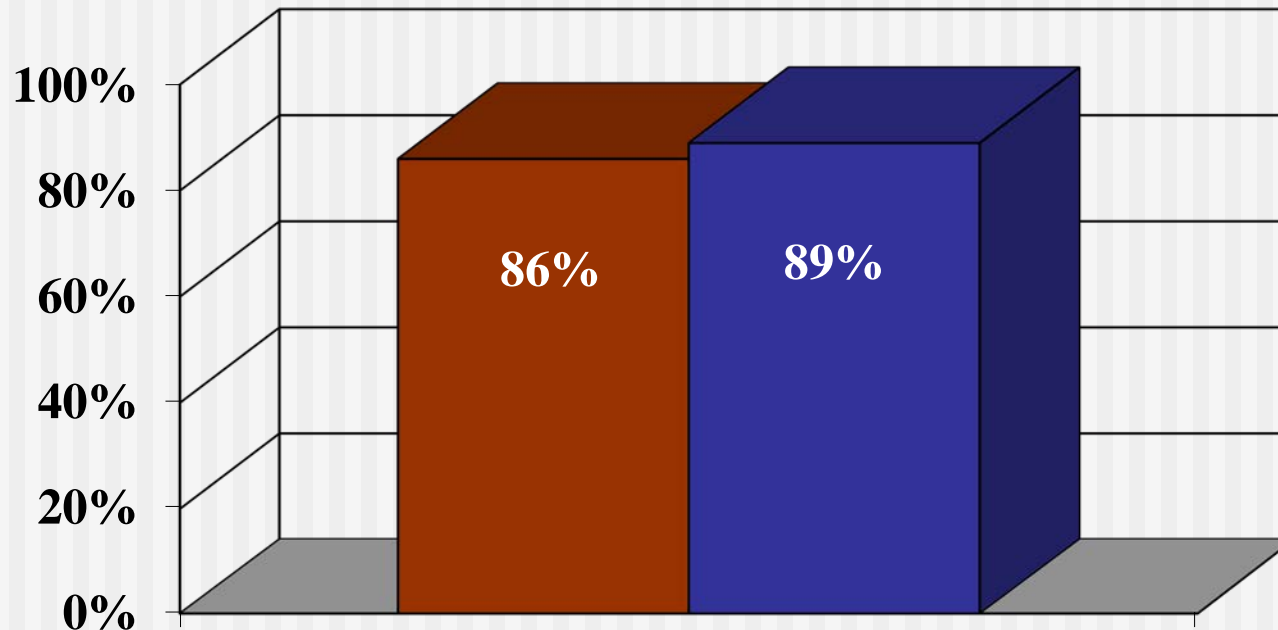


- Target HRSW Attendee Satisfaction
- Actual HRSW Attendee Satisfaction



# Corporate Scorecard Results 2015

*Objective: 86% HRSouthwest Conference exhibitor satisfaction*

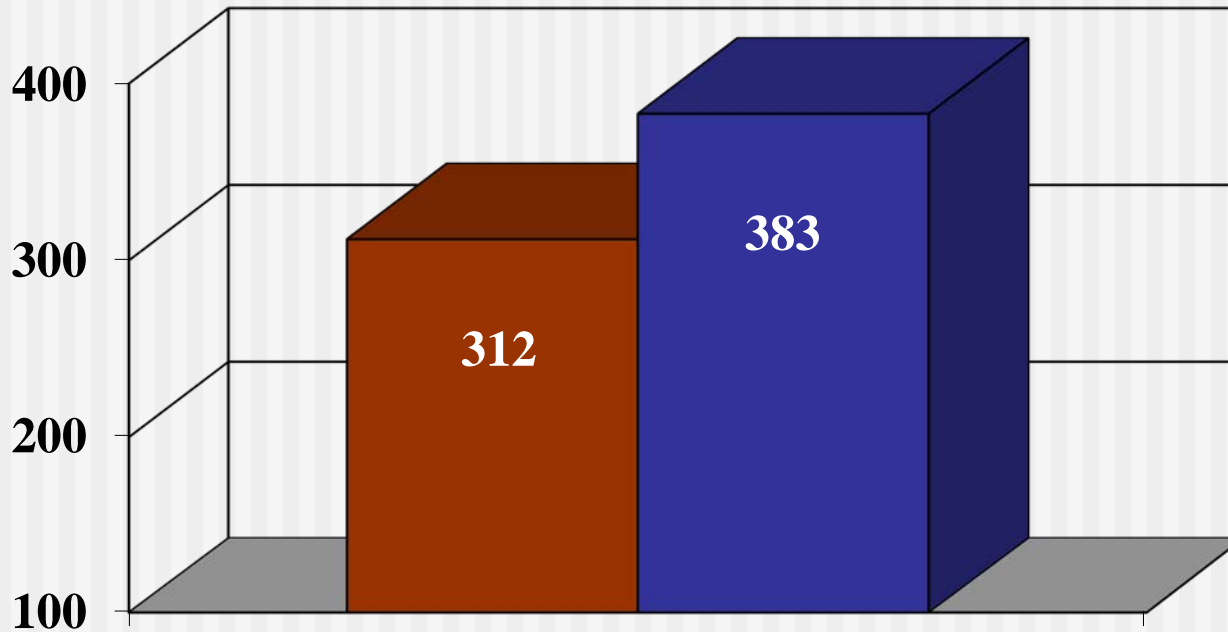


■ Target HRSW Exhibitor Satisfaction

■ Actual HRSW Exhibitor Satisfaction

# Corporate Scorecard Results 2015

*Objective: Increase attendance at DFW SMA meetings*



■ Target HRSW Exhibitor Satisfaction

■ Actual HRSW Exhibitor Satisfaction