



Corporate Scorecard Results 2011



Success in 2011

As I am looking at our results for 2011 and wondering what to say about the fact that our statistics did not achieve some of the projected targets, I am feeling positive about our many achievements in 2011.

The organization was financially successful this year and, in the unstable economic environment we are living in, that is SUCCESS.

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

New technology was delivered in 2011 to better serve you:

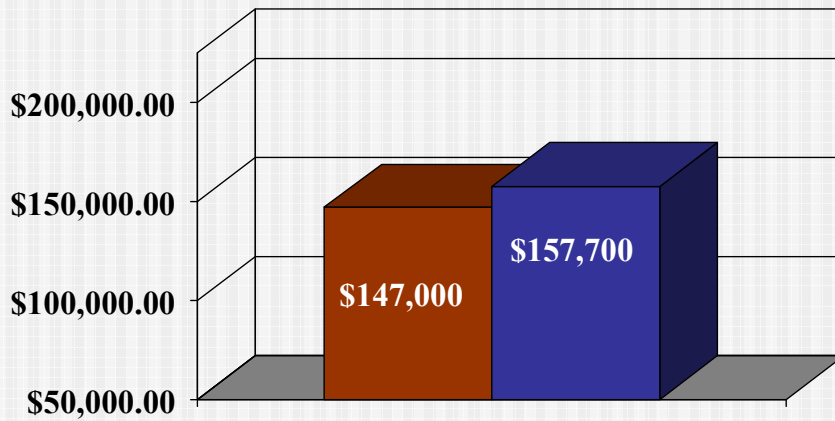
- HRConnect was introduced to provide member-to-member online networking.
- A new Career Center was implemented to provide the only Dallas area “HR jobs only” listing available.
- A new website for The HRSouthwest Conference was launched providing more tools for our attendees and exhibitors to enhance their Conference experience.
- A new website for DallasHR was launched that allows us to provide more electronic resources.

We continue to think of you, the member, first when we make decisions about how to invest all our assets in the organization. Please let us know how we can better serve you and your professional needs.

Diane McClendon
Executive Director

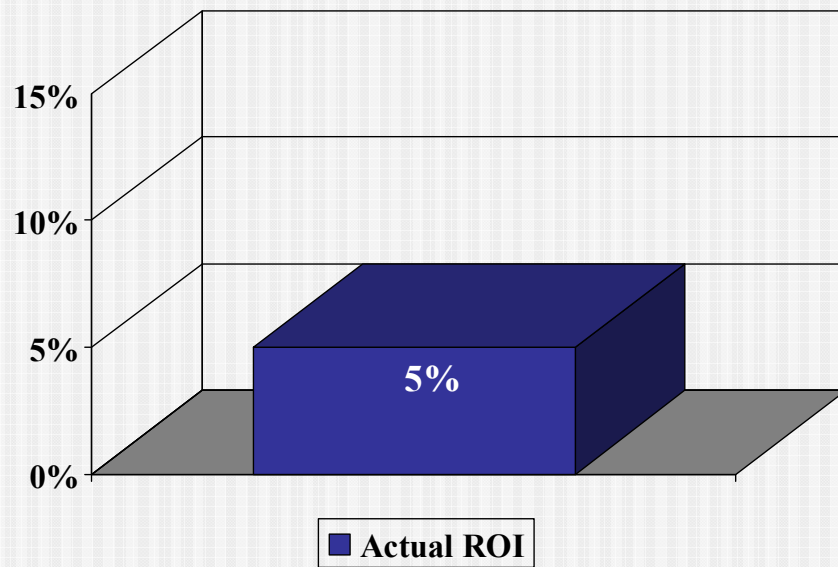
Corporate Scorecard Results 2011

Objective: 147K Net Income



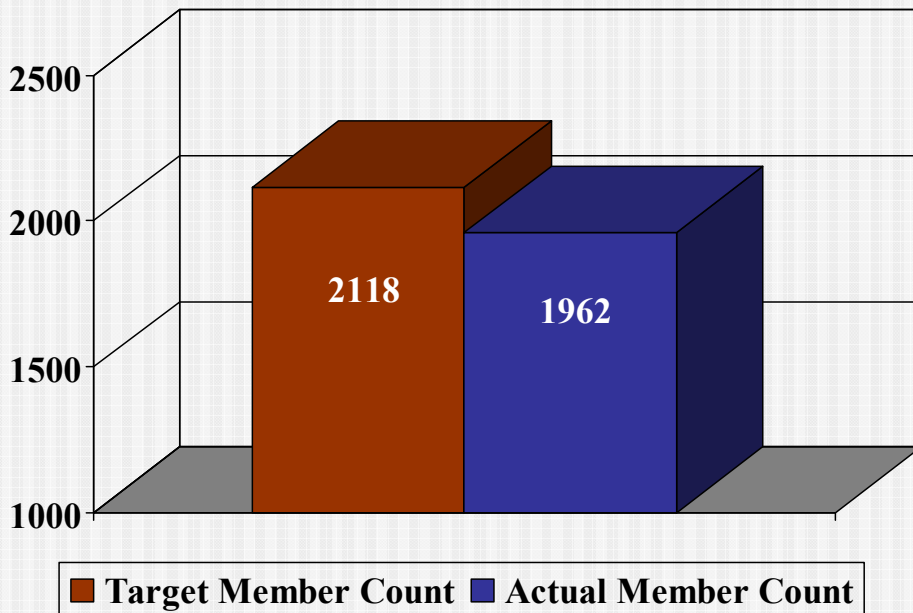
■ Target Income ■ Actual Income

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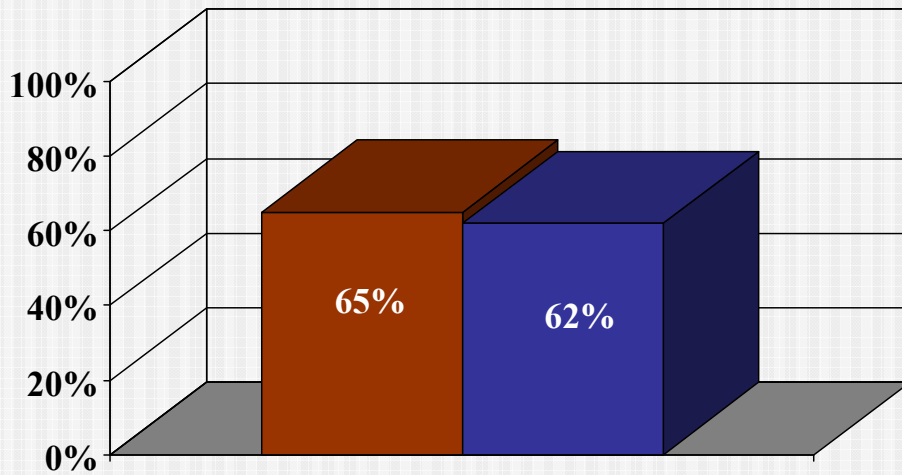
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Objective: Grow Membership



Corporate Scorecard Results 2011

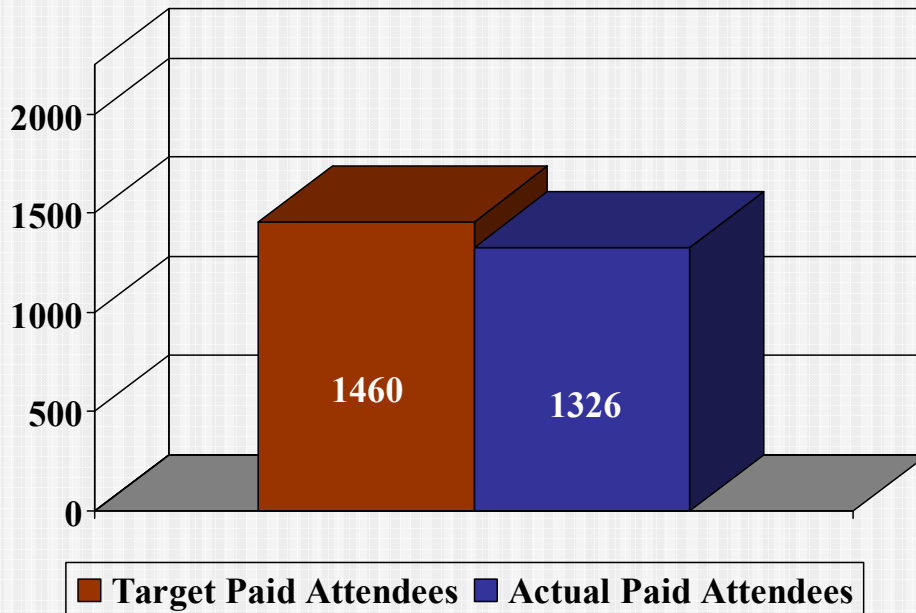
Objective: 65% DallasHR Member Retention Rate



■ Target Member Retention Rate
■ Actual Member Retention Rate

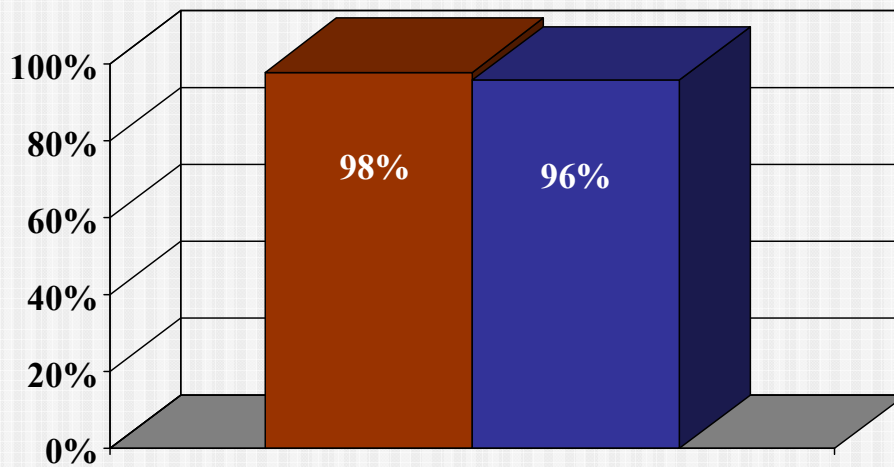
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Objective: 1460 Total Paid HRSouthwest Conference Attendees



Corporate Scorecard Results 2011

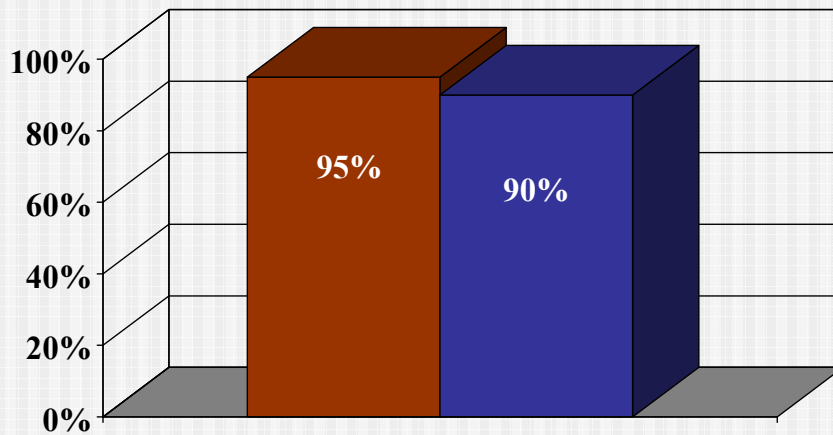
Objective: 98% HRSouthwest Conference Attendee Satisfaction



■ Target HRSW Attendee Satisfaction
■ Actual HRSW Attendee Satisfaction

Corporate Scorecard Results 2011

Objective: 95% HRSouthwest Conference Exhibitor Satisfaction



■ Target HRSW Exhibitor Satisfaction
■ Actual HRSW Exhibitor Satisfaction