

Dear TBHF Legends, Directors and Alumni,

As the Texas Business Hall of Fame's 2020 President, it is my honor to present a report on the activities and achievements of our Alumni Association in 2020.

I would like to begin by thanking the Association's 2020 Leadership Team and Committee Members who dedicated countless hours of time to the progress of our organization this year, including:

Barton Cromeens, VP Marketing & Communications | *Award Year: 2018, Acton School of Business*
Veronica Gaskey, VP Business | *Award Year 2017, Southern Methodist University*
Lauren Cornell, VP Strategy | *Award Year: 2018, University of Texas San Antonio*
Hazem Elshorbagy, VP Membership | *Award Year: 2015, University of Texas Dallas*
Kenady Shope, VP Events | *Award Year: 2017, Dallas Baptist University*

Marketing & Communications Committee

Barton Cromeens, VP Marketing & Communications | *Award Year: 2018, Acton School of Business*
Kate Johnston, Committee Director | *Award Year: 2015, Southern Methodist University*
Patrick Davenport | *Award Year: 2018, Texas Southern University*
Brett Hagins | *Award Year: 1999, University of Texas Arlington*
Nick Lira | *Award Year: 2017, University of Texas Arlington*
Mark Perez | *Award Year: 2015, St. Mary's University*

Membership Committee

Hazem Elshorbagy, VP Membership | *Award Year: 2015, University of Texas Dallas*
Patrick Gnehm, Committee Director | *Award Year: 2019, University of Texas San Antonio*
Alex Almanza | *Award Year: 2018, University of Dallas*
Lauren Cornell | *Award Year: 2018, University of Texas San Antonio*
Matt Hinson | *Award Year: 2013, University of Texas Dallas*

Events Committee

Kenady Shope, VP Events | *Award Year: 2017, Dallas Baptist University*
Priscilla James, Committee Director | *Award Year: 2017, Baylor University*
Sallie Baxter | *Award Year: 2016, Southern Methodist University*
Shawnee Blocker | *Award Year: 2019, University of Dallas*
Jonathan Cole-McKay | *Award Year: 2015, Baylor University*
Meghan Garza | *Award Year: 2013, Southern Methodist University*
Luis Linan | *Award Year: 2019, Southern Methodist University*

After a year of amazing growth in 2019, we were pleased to be in position to set a new list of 2020 goals and objectives that built on the success of the previous year. This year, The TBHF Alumni Association focused on the theme of “Building Community.” To do this, we identified four **Goals**:

- Get to know each other;
- Rally behind the Mission of the Alumni Association;
- Have a better understanding of our community’s skills and talents; and
- Create a sense of belonging.

Around these goals, we put together a set of measurable **Objectives** for the year, including:

- Increase opportunities for interaction;
- Improve overall attendance to events;
- Improve awardee attendance to events;
- Increase Alumni (paid) members;
- Communicate the vision of the organization;
- Collect awardee feedback;
- Communicate clear benefits of membership; and
- Streamline the membership onboarding and renewal process.

2020 OUTCOMES

I. Increased Opportunities for Interaction

This year we achieved tremendous success in pivoting as an Association given the challenges presented by the pandemic. We almost immediately transitioned from our typical small, live outreach events into a virtual outreach format, hosting 6 Alumni-led virtual events in a variety of different formats.

We aimed to host 10 Alumni community events in 2020 and quickly discovered that the virtual format had added value to a statewide organization where, on any given live event, a significant segment of our community would have to travel to attend an event. As a result, we had record-level attendance and engagement in this new virtual programming. In combination with our Alumni exclusive events, we were included in the Hall of Fame’s broader programming and saw the same dramatic uptick in awardee and Alumni participation in those events as well.

Our Awardees were offered the following 11 Alumni-only virtual events which included:

<i>“Getting to know our 2020 Legends”</i> with Chairman Jon Karp and Executive Director Meredith Walker	April 13
<i>“Pivoting During Pandemic Roundtable: How Chaos Breeds Innovation”</i>	April 23
<i>“Health and Productivity Roundtable: Keeping Healthy During a Pandemic”</i>	April 28

“Oil & Gas Roundtable” with Director Amanda Brock (Solaris Midstream), Distinguished Alumni/Director Kevin Cumming (Juniper Capital), and Special Guest Ben Huggins (Honeywell)	May 5
“Work Life Post-COVID” A Director Roundtable with Directors Jay Yarid (AETNA) and Norman Paul (SWBC)	May 12
“Netflix Night: The Big Short”	May 14
“The Next Normal: Workspace Flexibility” with Alumnus Jason McCann	June 18
“How to Lead Innovation in a Large Company” A Director Roundtable with Charles Philpott and Amy Chronis	July 23
“Welcome 2020 Awardees”	August 7
“Leading Business Success with Community Involvement” A Director Roundtable with Director Jim Young and former Director Bobby Lyle	August 19
“2020 Awardee Networking Zoom”	October 29

II. Improve Overall Attendance to Events

In addition to providing more opportunities for engagement, attendance by Alumni increased by over 150 percent in 2020 with 128 unique Alumni participating in one or more events over the course of the year—that is an engagement rate of almost 18 percent.

III. Increase Paid Membership

Paid membership in the Alumni Association has grown from 62 in 2019 to 77 in 2020.

IV. Communicate the Vision of the Alumni Association

On a more qualitative level, the vision of the Alumni Association was shared regularly at leadership and committee meetings. That vision is to be an active, tight-knit community of TBHF awardees who foster one another’s entrepreneurial pursuits and empower their fellow members to achieve social and economic change through innovation, making Texas the role model for the world. Throughout the year, our leadership team and committee members reached out one-on-one to Awardees to gain feedback on how we can provide more value to our members and what we aimed to be as a group moving forward.

V. Feedback from Our Alumni Membership

Throughout the year, our Alumni leadership was in regular communication with those who attended our events or were engaged with our programming in some other way. Some of this feedback resulted in minor changes, some (in at least one case) resulted in a new exclusive Alumni event and most contributed to how we plan to structure our programs moving forward. The most common feedback we received revolved around the following:

- Mentorship opportunities—our members would like more formal and informal mentoring opportunities across the Texas Business Hall of Fame network;

- More regional/city events—our members would like more local events, specific to their respective geographies (both live and virtual);
- In-network events—our members prefer more intimate, exclusive events where participants can converse and ask questions; and
- Industry contacts—our members would like tools to better understand who in the TBHF network is related to their professional interests or industry; and
- Connecting with Awardees from their “class”—our members strongly identify with their award year or “class” and would like more opportunities for class specific gatherings and activities.

VI. Communicate Clear Benefits of Membership

We also worked to enhance membership benefits and communicate those benefits more effectively. In addition to benefits like invitations to exclusive TBHF events and discounted induction dinner tickets, we secured a donation from MasterClass that allowed all paid members free access to MasterClass’ full directory of offerings.

In addition to these efforts, we lobbied for an improved membership management system at the Texas Business Hall of Fame. In anticipation of this system, we worked throughout the year to ensure we had valid contact information on as many of our 741 Awardees as possible. Thanks to those efforts, we now have contact with almost 75 percent of the Alumni we have accumulated over almost 4 decades. This data is important in not only tracking the success of the Hall of Fame’s award program, it is also critical in expanding the membership and reach of the Alumni Association.

VII. Streamline the Membership Onboarding and Renewal Process

As referenced earlier, membership in the Alumni Association (requires an annual dues payment) has grown from 62 in 2019 to 77 in 2020 (almost a 25% increase). Much of this success can be attributed to the hard work of our Membership and Marketing and Communications Committees by reconfiguring and streamlining our onboarding and renewal process. A live orientation and welcome event, options for auto-renewal and improved marketing of benefits on the TBHF website are just three examples of the improvements we made.

Support and Engagement

Perhaps nothing speaks to the commitment and value of the TBHF Alumni Association more than the time and resources it has given back to the TBHF organization, an organization that has given so much to us. It would be impossible to document the number of hours donated to the organization by TBHF Alumni, but, on average, most leadership and committee members spent an average of four hours each month. On top of that, they shared their skills and resources. Alumni members represent the earliest supporters of the Hall of Fame’s “In Times of Chaos, Business Moves Forward” campaign and aspire to raise the first Association-Sponsored Scholar Award by 2021. Additionally, three of our former Alumni have sponsored major networking events for the Association; another has sponsored the only and most comprehensive survey on the Alumni base ever performed, and two more Alumni have funded scholar and veteran

awards. Six of our former recipients now serve as TBHF Directors and one has been inducted into the Texas Business Hall of Fame (with countless others nominated).

Our members have also given back in-kind, donating their business products and services to Alumni in earlier stages of their career. An incredible example of this generosity is 1996 Scholar Jason McCann (the founder of VARIDESK) donating a free-standing desk to all 38 of our 2020 Award recipients this year.

SPECIAL THANKS

In closing, I would like to offer a special thank you to our 2019 Alumni for paving such a meaningful path for our success this year. I would also like to thank Larry Hanrahan, a 1991 TBHF Scholar who remains the true champion of our organization on the TBHF Board of Directors as the VP of Alumni. I want to also thank Meredith Walker for her diligent and strategic support during our third year. A time of great growth for the Alumni Association, Meredith provided us with tools for success and encouraged continual cultivation of our community. I would also like to thank the TBHF staff, especially Amanda Tenzer and Denise Cinadr, for their administrative support.

We have a huge debt of gratitude to the following TBHF Directors and former Directors who participated in our programming this year: **Jon Karp, Jim Young, Bobby Lyle, Charles Philpott, Amy Chronis, Amanda Brock, Jay Yarid, and Norman Paul.** And of course, I would like to thank the entire Texas Business Hall of Fame **Board of Directors** for their guidance and involvement during the 2020 year. We are forever grateful to be a part of this prestigious group of individuals that make up the Texas Business Hall of Fame.

Lastly, we applaud Texas Capital Bank for so generously agreeing to sponsor the Association’s live programming and Jason McCann, the co-founder of VARI, for making our 2020 Awardee gifts so special.

Congratulations to the amazing Alumni and leaders who have graciously agreed to carry the torch forward in 2021:

Barton Cromeens	President	Award Year: 2018, Acton School of Business
Darrell Morris	President-Elect	Award Year: 2017, Rice University
Hazem Elshorbagy	VP External Relationships & Strategic Partnerships	Award Year: 2015, University of Texas Dallas
Kevin Cumming	VP Membership	Award Year: 2007, Rice University
Luis Linan	VP Alumni Relationships & Events	Award Year: 2019, Southern Methodist University
Amanda Domaschk	VP Marketing & Communications Immediate Past President	Award Year: 2017, University of Dallas

I look forward to the progress ahead.

Sincerely,
 Amanda Domaschk
 President, TBHF Alumni Association 2020