

## **OUR VISION**

*The Downtown 100 is a recognized and valued community resource. It is the leadership development “organization of choice” for a diverse and influential group of young and young-thinking professionals who are actively engaged in helping Downtown Norfolk reach its full potential as a dynamic and vital urban center.*



***Annual Report***  
***2012—2013***





## ***Downtown 100***

### **MISSION**

*The Downtown 100 is a highly motivated group of 100 volunteers who live or work downtown and who volunteer their services to support the vision and mission of the Downtown Norfolk Council.*

### **OBJECTIVES**

#### **Leadership Development**

Downtown 100 members are the emerging community leaders. The Downtown 100 provides members opportunities to become better informed about community issues and tools to enhance their leadership skills.

#### **Community Awareness & Involvement**

The Downtown 100 sponsors issue-related forums that allow members to meet with city and regional leaders. Downtown 100 members are also provided the opportunity to attend Downtown Norfolk Council events and briefings. These forums and briefings are vehicles that serve to inform and involve members in issues relevant to the downtown community.

#### **Networking & Volunteerism**

The Downtown 100 provides members with both volunteer and networking activities. Social functions provide opportunities for networking and friendship. Volunteer efforts provide a meaningful service to the downtown community and therefore to the economic health of our region.



## **Downtown 100 Membership**

The Membership Liaison is a position on the Steering Committee whose purpose is three-fold. First, to review new member applications and make recommendations on who meets the organizations guidelines and which committee would best suit them. Second, recruiting new members to the organization. Third, to help keep members engaged and enforce the membership guidelines below:

- Membership requires that the applicant must live or work in Downtown Norfolk or work for an organization who is a member of the Downtown Norfolk Council.
- Commit to membership of one year to renew by mutual choice on the first day of each calendar year.
- Must be an active member of a committee and annually must attend at least 75% of your monthly committee meetings.
- Must attend at least 4 DT100 sponsored events, projects or socials during the calendar year.
- Must attend at least 1 Downtown Norfolk Council meeting or function during the calendar year.
- Must agree to volunteer to support the DT100's projects. A minimum of 10 hours of volunteer support per year is required.

### **Membership Chair**

Melissa Taylor

### **Goals:**

- To recruit and retain 100 engaged members.
- Roll out member survey to gauge current member experience and address issues raised in survey responses.

### **Accomplishments:**

- Released member survey and received a 60% response rate.
- Initiated "Table for Four" initiative to allow members additional opportunities to meet members outside of their assigned committees on a more personal level, as requested in survey responses.
- Re-structured committee meetings to include a quarterly "All Hands" meeting to create a more cohesive organization.
- Re-branded DT100 logo and integrated it into social media and organizational communications.
- Provided new t-shirts to membership with updated logo.

## **Downtown 100 Steering Committee**

### **Chair**

David Chase  
Wall, Einhorn & Chernitzer, P.C.

### **Members**

John Alford  
City of Norfolk

Jeff Bennett  
Anders Williams Ship Agency

Kandis Burnworth  
Virginia Opera

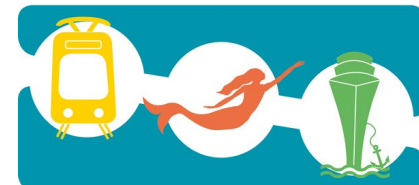
Luke Downing  
Ghent Computer

Mike Mars  
TFA Benefits

Melissa Taylor  
UBS Financial Services, Inc.

### **DNC Staff Liaisons**

Mary Miller  
Linda Tolbert





Dear Fellow DT100 Members,

The Leadership Development Committee adopted a theme of Reinvention. As we reflect on this past year, I believe the theme of Reinvention is fitting for the entire DT100, both individually and organizationally.

The Steering Committee often discusses initiatives, ideas and opportunities that allow us to reinvent ourselves. Many of these initiatives are brought to the steering committee based on suggestions from their respective committee members. I believe this indicates our commitment to be relevant to our members, yet remaining true to the DT100's purpose to provide meaningful opportunities to our members through volunteerism, leadership development and networking.

We continue to see great interest from prospective members. I believe this indicates that our members are great promoters of the DT100 and we remain an important outlet for young professionals to contribute in making Downtown Norfolk great.

Each committee made great contributions to the DT100 this past year. I am particularly proud of how each committee worked to reinvent ourselves through a long list of "firsts" for the DT100, which are included in this annual report. I'd like to highlight several of these "firsts."

The Leadership Development Committee led the Reinvention theme through several workshops focused on personal development. The Membership Committee introduced the quarterly "all hands" meeting and "table for four." These two initiatives provided members with more opportunities to get to know members from other committees. The Projects Committee organized volunteer opportunities for the inaugural "Meet, Greet and Imagine" as well as our first involvement with the "Taste of Hampton Roads." The Events Committee offered greater diversity for our social events, including stage performances, game nights, and varied venues. Lastly, but certainly not least, the Communications Committee increased our exposure and usage of social media through various outlets.

Additionally, there is a long list of continued initiatives by each committee that enabled the DT100 to remain true to our purpose. As I look forward to the coming year, I'm excited for the DT100 to participate in the strategic planning process currently underway with the Downtown Norfolk Council. I believe this strategic planning process will enable the DT100 to articulate what we need to do to remain relevant to our members for many years to come.

I am very grateful for the many hours spent by the committee chairs, DNC staff and our members. These efforts enabled us to have an effective year and I'm excited to keep the positive momentum for years to come.

Sincerely,

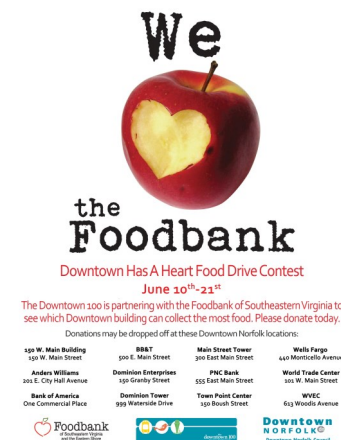
## Downtown 100 Projects Committee

### Goals:

- Center projects around Downtown Norfolk and our signature project organization, the Foodbank of Southeastern Virginia.
- Continue to communicate to members that everyone can volunteer for projects and we would like to have all committees represented at volunteer events.
- Increase participation in volunteer projects and increase participation of the projects committee at events and leadership workshops.
- Utilize Facebook more to talk about upcoming projects and spotlight our signature project organization.

### Accomplishments:

- Assisted with the Granby Street, Meet, Greet and Imagine. Our members manned signs on empty buildings up and down Granby Street and encouraged attendees to write down what they would like to see in that space.
- Volunteered for the first time at Taste of Hampton Roads, the Foodbank of Southeastern Virginia's major fundraising event.
- Continued to support the Foodbank with food sortings and just completed the 5<sup>th</sup> Annual "Downtown Has A Heart Food Drive".
- Volunteered for the 28<sup>th</sup> Annual Grand Illumination Parade.
- Logged close to 100 volunteer hours throughout year.



## **Downtown 100 Projects Committee**

### **Chair**

Kandis Burnworth  
Virginia Opera

### **Vice Chair**

Lareina Holloway  
WVEC Channel 13

### **Members**

Jared Chalk	City of Norfolk
Linda Daniel	Nancy Chandler Associates
Taylor Denslow	Attorney
Katie Dougherty	U.S. Attorney's Office
Katie Ellis	ESMI
Valerie Foley	Foley & Foley
Laura Gwathmey	Physicians for Peace
Trey Hannah	Hannah's Hallmark
Kelsey Host	T. Parker Host, Inc.
Lauren LaBonte	Heritage Bank
Jenny Lester	Virginia Arts Festival
Devan MacConnell	The Up Center
Thomas McNally	Wilbanks, Smith & Thomas
Kate Meechan	VOLUNTEER Hampton Roads
Dustin Paul	Vandeventer Black LLP
Hamilton Perkins	Bank of America
Allyzabethe Ramsey	City of Norfolk
R. Alex Raney	Wells Fargo Home Mortgage
Cline Reasor	Scott & Stringfellow, Inc.
Cameron Rountree	U.S. Attorney's Office
Michael Schnekser	Tymoff & Moss Architects
Alan Smith	Wells Fargo Bank
Sean Stebbins	McPhillips, Roberts & Deans, PLC
Margie Thrift	
Philip Townsend	WVEC Channel 13
Jaime Ware	United States Coast Guard
Jeremy Zsoldos	Robert Half International, Inc.

### **DNC Staff Liaison**

Noel Gramlich

## **DT100 Committee Summary**

### **Downtown 100 Steering Committee\***

- Coordinate all Downtown 100 committees.
- Discuss and recommend Downtown 100 policies and procedures.
- Chair serves as liaison to the DNC Board of Directors.
- Chair-Elect assumes the duties of the Chair in their absence.

*\*Steering committee consists of chairs of all Downtown 100 committees plus the immediate past chair of the steering committee and two at large members to be selected by the Downtown 100 Chair.*

### **Communications Committee**

- Responsible for conveying Downtown 100 information to Downtown 100 members.
- Compile and write monthly Downtown 100 newsletter.

### **Events Committee**

- Develop, recommend and organize exciting and innovative social/networking events for DT100 members.
- Keep Downtown 100 members informed of events coordinated by other organizations that may be of interest to Downtown 100 members.

### **Leadership Development Committee**

- Develop, recommend and organize quarterly forums to keep members informed about community issues.
- Solicit feed back from members regarding issues of interest to the members.
- Coordinate leadership development seminars for Downtown 100 members.

### **Projects Committee**

- Research, recommend and coordinate the Downtown 100's involvement in projects that, on a long-term basis, will have an impact on downtown and the success of the Downtown 100.
- Research, recommend and coordinate one-time volunteer projects for the Downtown 100.

**Downtown 100  
Communications Committee**

**Chair**

Jeffrey Bennett  
Anders Williams Ship Agency, Inc.

**Members**

Lauren Antle	Physicians for Peace	
Khalilah LeGrand	Virginia Healthy Small	Business
Center		
Brian McCartney	Merrill Lynch	

**DNC Support Staff**

Ari Durall

**Downtown 100  
Leadership Development Committee**

**Goals**

- Maintain at least 50% committee involvement.
- Achieve a minimum average attendance of 15 members at each Leadership Forum.
- Hold 3 Leadership Forums on topics for personal development and growth.
- Coordinate Leadership Forums with Events and Membership Steering Committee members to maximize attendance.
- Develop new ways to enhance and develop leadership skills of Downtown 100 members.

**Accomplishments**

- Our theme of “**Reinvention**” on a personal level helped us to focus on providing programs that dealt with each member’s personal development.
- We held two Dale Carnegie programs: “**A Challenge to Professional Development,**” which focused on some basic steps that each individual can do to improve their relationship with the people that they come into contact with each and every day, and our second program was “**Developing Personal Leadership,**” which focused on the difference between Leadership and Management. Both programs were presented by Downtown100 member Paul Ariola of Wade Powell & Associates, Inc.
- Our third program was presented by Ms. Sandy Dumont, The Image Architect. The program titled “**Change Your Look, Change Your Life**” focused on color, dress and accessories; with the understanding that small changes can improve our appearance and set the right tone for how we want to be perceived by others in the workplace.
- As this chapter comes to a close, our committee is working hard to develop a team building program to challenge our membership.



## **Downtown 100 Leadership Development Committee**

### **Chair**

John Alford  
City of Norfolk—Design Division

### **Vice Chair**

Anne Knox  
Hope House Foundation

### **Members**

Paul Ariola	Dale Carnegie Training
Victoria Dietz	Curtis Group
Therese Griffin	Smithfield Foods
Willson Hulcher	Williams Mullen
Thomas Leeman	Wells Fargo Advisors
Jessica Martyn	Troutman Sanders, LLP
Horace Mebane	Central Parking Systems
Zack Miller	Hatch Norfolk
Byron Thomas Morgan	Vinylmint
Megan O'Reilly	Hampton Roads Partnership
Allen Reiver	William E. Wood & Associates
Fred Rose	Dominion Enterprises
Eric Schweizer	PB Mares, LLP
Bryant Thomas	City of Norfolk, Mayor's Office
Rex Workman	Bank of America

### **DNC Staff Liaison**

Mary Miller

## **Downtown 100 Communications Committee**

### **Goals**

- Generate more awareness of Signature Project and community volunteerism activities and DT100 events.
- Improve the quality, readability, attractiveness, accuracy and timeliness of Downtown 100 communications both internally with its members and externally with the public.
- Create more visibility and awareness in the community in an effort to assist with the recruitment of Downtown 100 members.
- Continue to produce an interesting and informative newsletter that will be delivered to the Downtown 100 in a timely manner.
- Act as ambassadors for Downtown 100 by sharing the mission and vision of the organization at events and activities in the community.
- Utilize social networking and other new technology to communicate with current members on a more frequent basis.
- Help to inform our membership about the lives and accomplishments of other members and promote networking.

### **Accomplishments**

- Provided accurate, timely and necessary information to Downtown 100 members through the compilation of the monthly newsletter.
- Utilized Downtown 100 Facebook Page to provide continuous updates and event promotion to members.
- Communicated Downtown 100 events, forums and community service by creating and distributing news releases and e-blasts to various organizations and media outlets.
- Added a LinkedIn page to help spread the word concerning Downtown 100 events and projects to interested parties.



## **Downtown 100 Events Committee**

### **Chair**

Mike Mars  
TFA Benefits

### **Vice Chair**

Rebecca McMahan  
Bon Secours Hampton Roads

### **Members**

Diane Ambrester	Novo Nordisk
Eileen Aquino	Wells Fargo Bank
Lisa Coleman	Norfolk City Union of the King's Daughters
Lisa Fisher	Nauticus
Robert Foley	Foley & Foley
Elizabeth Greer	Divaris Real Estate, Inc.
Ashley Grove	Divaris Real Estate, Inc.
Kelly Harlan	Virginia Arts Festival
Soraya Harris	Signature
Chris Holder	Reynolds American
Lamont Maddox	Guidance Law Firm, P.C.
Alexis Majied	Dominion Enterprises
Shari Maslin	Wilbanks, Smith & Thomas
Kimberly Miller Mayo	Monster.com
Ryan O'Grady	Newport News Ship Building
Pamela Parsley	McPhillips, Roberts & Deans PLC
John Ramsey	Windstream Communications
Ryan Rooyakkers	Cedarwood Chiropractic, PC
Neal Sadler	S.L. Nusbaum Realty Company
Tracy Tyron Skinner	The New York Life
Markita Van de Riet	Gannett Media Technologies International
Arlene Winslow-Potts	Mercer

## **Downtown 100 Events Committee**

### **Goals**

- Increase meeting attendance, committee member participation and engagement.
- Increase Social Media presence via DT 100 Facebook page.
- Improve "brand recognition" at events, i.e.: signs, banners, wearing DT100 pins.
- Try new approaches to specifically improve networking opportunities.

### **Accomplishments**

- All events and photos are now posted on the DT100 Facebook page for all committees to see.
- Member Kick-off event in September at Town Point Club provided a networking opportunity and contact with other young professional groups.
- Game night in November provided a fun change of pace and diversity of programs.
- The well-attended Holiday Hop provided affordable access to some of downtown's finest dining establishments and raised \$300 for the Foodbank of Southeastern VA.
- Hosted networking event at Bean There Cafe to encourage engagement and feedback on the direction of future events.
- Event Diversity: Members attended "Meow Meow" stage performance at Virginia Arts Festival.
- During Meet and Greet the Arts, DT100 members and friends participated in a social hour atop the S.L. Nusbaum terrace of the Wells Fargo Center.
- The spring hop this year included a happy hour at downtown's Buffalo Wild Wings, followed by a ride on the Tide to Harbor Park.