

67 % of GHC members prefer event formats that include a combination of networking & education/training

Topics of interest include:

- Time management • Social media • Targeted marketing • Networking & Building Relationships • Behind-the-Scenes Tours • Technology in the Workplace • Business Development • Team Building & Management • Community Resources • Healthcare & Insurance • Aging & Dementia • Leadership • Sales • Starting a Small Business • Website Design & Marketing • Investing & Preparing for Retirement • Working with different personalities & generations • City & community updates

Preferred educational opportunities:

1. Luncheon Workshops
2. Webinars
3. Morning Workshops

When asked, "Would you recommend GHC membership to a friend?" 43 out of 44 answered yes.

Suggestions for how we can improve:

- Continue with our programs and events • Provide more training programs • Offer webinars

DEMOGRAPHICS*

Gender:

Male 44%
Female 56%

Age:

18-36 6.2%
37-52 33.3%
53-71 58.3%
72-97 2%

Zip Code of Residence:

76712	32%	75248	2%
76643	21%	76557	2%
76708	11%	76648	2%
76710	9%	76673	2%
76633	4%	76705	2%
76655	4%	76706	2%
76657	4%	76714	2%

Education:

High school graduate, diploma or the equivalent	2.0%
Some college credit, no degree	29.0%
Associate degree	6.2%
Bachelor's degree	43.7%
Master's degree	8.3%
Doctorate degree	10.4%

Annual Household Income:

\$30,000 - \$49,999	8.3%
\$50,000 - \$79,000	27.0%
\$80,000 - \$109,999	27.0%
\$110,000 - \$169,999	22.9%
More than \$170,000	10.4%

CHALLENGES OUR MEMBERS FACE

- Tight deadlines
- Keeping up with changes in laws
- Finding good employees
- Time management
- Finding new customers
- Closing sales
- Getting and staying organized
- Communication - within in the company and staying connected in general
- Building meaningful relationships with business contacts
- Dealing with competition
- Customer service - for example, talking to people on the phone

MEMBERS' PROFESSIONAL GOALS

- Time freedom & financial freedom.
- Giving customers more than they expect.
- Increase repeat business from current customers.
- Increasing market share.
- Integrity and success with products and services offered.
- Handle stress well and be supportive of staff members.
- Effective community service.
- Helping as many people as possible without being overbearing.
- To make a positive difference.
- Being happy at what I do.
- Providing quality service to those we serve and expanding business.

GHC members describe themselves as:

- Caring • Honest • Hardworking
- Compassionate • Dependable
- Outgoing • Kind • Driven • Giving
- Genuine • Focused • Creative
- Professional • Friendly • Leader
- Passionate • Loyal • Fun • Optimistic
- Organized • Determined • Helpful

In their free time, our members enjoy:

- Spending time with friends & family
- Traveling • Cooking • Reading
- Sports • Games • Crafts • Church
- Watching movies or TV • Music
- Spending time outdoors • Exercise
- Painting • Photography • Golf
- Volunteering • Shopping • Gardening
- Camping • Time with pets & animals

*Info from 2017 survey results; 10.6% of members participated in survey.