

2025 Year in Review



THE YEAR WE
SHIFTED FROM
TRADITIONAL
CHAMBER... TO
STRATEGIC
GROWTH ENGINE

A Letter From Our President & CEO

2025 was not business as usual — it was a year of acceleration.
We stepped fully into what a Chamber must be in the modern economy:

- A strategic partner
- A data-driven navigator
- A growth engine powered by AI, intelligence, and execution
- And above all — a champion for businesses who are building rather than blending in.

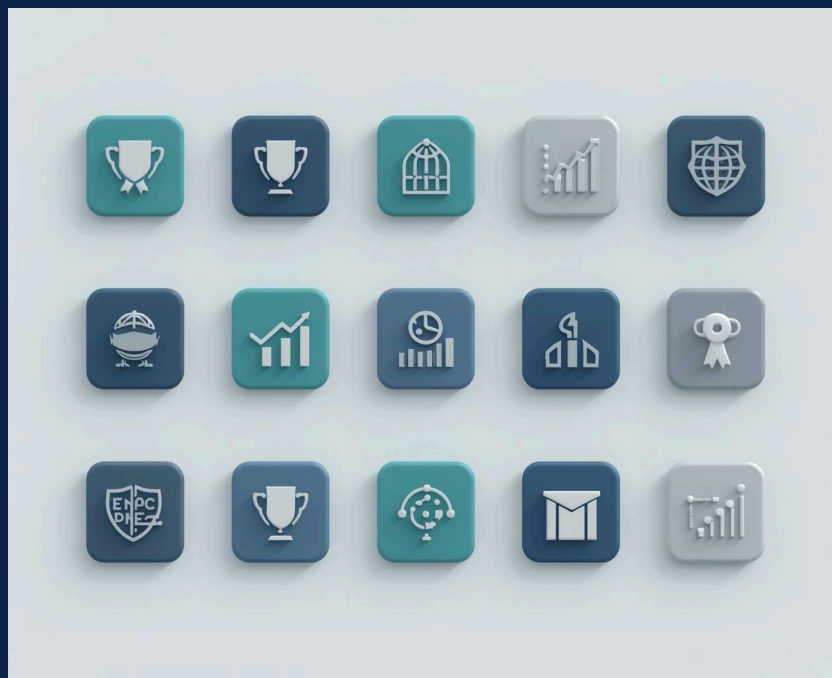
This year wasn't about adding more events. It was about delivering more impact.

We doubled down on AI education, sharpened our business intelligence tools, strengthened our leadership pipeline, and redefined the Chamber's role for the next decade.

Because the future doesn't belong to the biggest organization.
It belongs to the fastest-adapting one.

And in 2025 — The Mansfield Area Chamber of Commerce adapted fast.

A handwritten signature in black ink that reads "Lori Williams". The signature is written in a cursive, flowing style with a large initial 'L' and 'W'.



2025 By the Numbers

2025 delivered strong engagement across every major Chamber program.

Program Performance

- Business Awards Show: 134 registered
- Quarterly Business Luncheons: 110–150 attendees
- Success Alliance: 40+ sessions, averaging 16–23 weekly
- AI & Business Workshops: 8–26 attendees — highest volume ever
- Junior Chamber: 10+ membership days
- Business Unplugged: 30+ attendees
- Resilient Life Retreat: 22 participants

Leadership & Community

- Retired Leaders Advisory Council: New, growing engagement
- Youth Development: Continued DECA & volunteer support

Momentum Indicators

- More strategy-focused events
- Rising attendance in education programs
- Rapid adoption of AI learning
- Lunch Club rebound mid-year
- Strong Success Alliance culture

Advocate: Strengthening Our Business Environment Through Collaboration

In 2025, advocacy stepped into a new era.

We moved beyond simply “supporting business” and into actively shaping the business environment — through data, dialogue, and direct engagement.

Key Advocacy Actions

- **Hosted Congressman Jake Ellzey** for a legislative-focused Chamber Luncheon (117 registered, 98 attended)
- **Delivered the 2025 Business Playbook Luncheon** with 150 members engaging in economic and strategic insights
- **Supported regional collaboration** through Tarrant County Days and multi-city partnerships
- Continued to champion **pro-business, pro-growth, pro-innovation policies**

Our stance remains unwavering:
If it strengthens business, we stand behind it.
If it harms business, we confront it.



Strengthening Connections for a Thriving Business Community

Building **high-value business relationships** is at the heart of the Mansfield Area Chamber of Commerce. Our network fosters connections that empower local entrepreneurs and organizations to thrive. Through various events and programs, we provide opportunities for members to meet, collaborate, and grow together.



2025 was the year we rewired connection — shifting from surface-level networking to high-value, outcome-driven relationships.

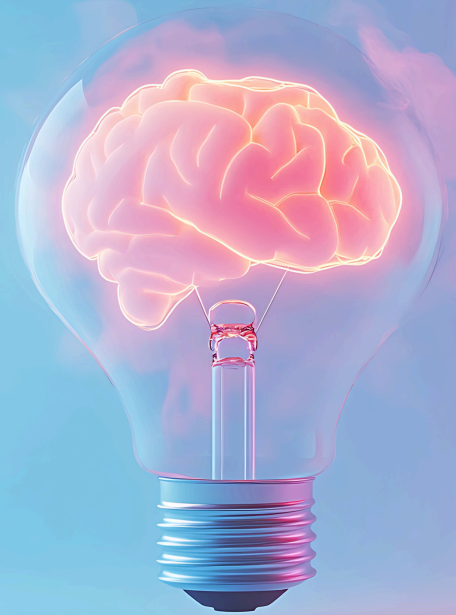
Connection Highlights

- The Lunch Club held strong throughout the year (14–34 attendees) helping businesses re-engage as the economy shifted
- Business Unplugged regained traction with 23 attendees
- AI Business Concierge demonstrations helped members access intelligence previously reserved for major corporations
- Relationship-building events were redesigned around value, depth, and shared goals
- Wine with Friends: Secrets to 100 brought a fresh lifestyle-wellness dimension (24 attendees)

Connections weren't accidental this year.
They were engineered.

Educating for Tomorrow: AI and Leadership Development

The Mansfield Area Chamber of Commerce is dedicated to **empowering businesses** through education and skill development. In 2025, we launched a series of AI workshops that have proven essential for local entrepreneurs. Our commitment to **innovation** ensures that businesses stay competitive in a rapidly changing landscape.



Educational Impact

- AI Enhanced Messaging Workshops across March, June, August, and November (8–18+ attendees each)
- Mastering ChatGPT's New Tools, AI Made Simple, Local SEO with ChatGPT, and Building Agents & Custom GPTs
- Mindset Mastery Video Release (ChamberU)
- Storytelling for Revenue, Innovative Marketing Strategies, Sales Funnels, and more
- Leadership Intelligence Briefings
- Builder Success Lab sessions focused on strategy design

Your Chamber has officially become a learning organization — one built to prepare Mansfield businesses for the next economy, not the last one.

Success Alliance

The Beating Heart of Growth

The Success Alliance

It's a learning opportunity, an exchange of thoughts to spark that "lightbulb" moment - that inspiration which brings all the pieces together and changes your life!

Aligning the 16 Principles in the Law of Success to achieve your purpose.

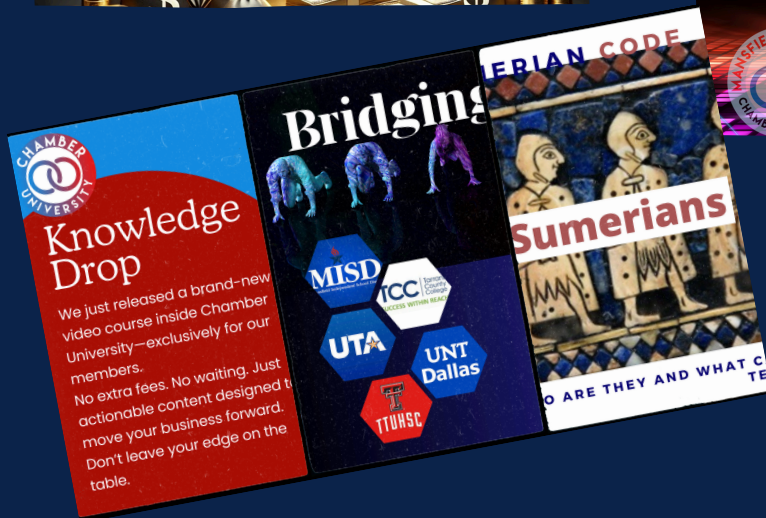


This program continues to outperform every other weekly Chamber program in the region — and likely in the state.

2025 Performance

- Dozens of powerful sessions
- Sessions throughout the year consistently hitting 16, 18, 21+ attendees
- Average engagement at one of the highest levels we've ever seen
- Principle-based teaching centered on The Law of Success
- Deeper dives into Accurate Thought, Cooperation, Concentration, and Creative Thought
- Integrated activities, Socratic method, video, and collaborative learning

This is Mansfield's premier leadership and personal development community — and it keeps growing because it changes lives and transforms businesses.



Celebrating Our Remarkable Achievements

2025 was rich with special events and landmark programs.

Major Highlights

- Chamber Awards Show kicked off the year with powerful energy and 134 registrations
- Multiple Chamber Business Luncheons packed the room with up to 150 attendees
- The Resilient Life Retreat (22 participants) delivered a full-day transformational experience
- Think and Grow Rich Movie Night, The Sumerian Code, and other specialty events offered new learning modalities
- Wine @ 5 and lifestyle events added a calming balance to an intense economic year

In a year of change — our members showed up strong.



Looking Ahead 2026

2025 was the year we put the foundation in place.
2026 is the year we scale it.

AI will reshape every business model.
Data will drive every decision.
Workforce demands will evolve faster than cities can respond.

And the Chambers that survive will be the Chambers that reinvent.

We already have.
And next year — we build even bigger.

Growth. Intelligence. Strategy. Execution.

This is the Chamber of the future — and Mansfield is leading it.

