

CCEO's 91ST ANNUAL MEETING New Vision & Mission Unveiled!



At the association's annual meeting held on February 21, 2008, board chair Mark V'Soske unveiled the result of a planning process that the board of directors began last September, the purpose of which was to further elevate CCEO's relevancy to you, our members, and the community you serve.

Our new vision is to *"Develop our country's most effective chamber leaders"*, supported by our revised mission which is to *"Provide resources that maximize chamber leadership to create a strong business climate for our communities"* ... to help you, your chamber and community thrive!

To accomplish these, the 2008 Program of Works will be implemented through the following seven "mission groups":

- 1. Professional Development & Support:** Focused on programs & services that support our members' needs for professional development, growth & recognition. *Marla Akridge, Vice Chair (Ashland); Jan Hills (Reynoldsburg) & Elaine Skoog (Bowling Green)*
- 2. Facilitation Services:** Provide a variety of facilitation services to the chambers of our members and related associations. *Debra Lynn-Schmitz, Vice Chair (Medina); Cheri Hottinger (Licking County) & Doug Johnson (Twinsburg)*
- 3. Chamber & Business Research:** Conduct and publish reports on issues that are relevant to our members and their chambers. *Marie Pucak, Vice Chair (Mentor); & Charlotte Keim (Marietta)*
- 4. Communications:** Facilitate effective and relevant communications that will meet our members' needs for timely information and the exchange of best practices. *Marvin Jones, Vice Chair (Chillicothe-Ross); Randy Heath (Jackson) & Ed Wallace (Logan County Area)*
- 5. Membership:** Maximize membership retention, attraction and assimilation of staff representing all of Ohio's chambers, and businesses that are in support of our vision & mission, by providing services and products of value to the local chambers, their business member-investors & CCEO. *Eileen Leuby, Vice Chair (New Albany); Karen Haley (Wilmington-Clinton County) & Vicki Lowery (Tiffin)*
- 6. Financial & Resource Development:** Develop strategies designed to provide the necessary financial & other resources needed to support our vision, mission and Program of Works. *Jed Metzger, Vice Chair (Lima/Allen County); Janet Davis (Westerville), Andy Doehrel (Ohio Chamber), Marvin Jones (Chillicothe-Ross), Debra Lynn-Schmitz (Medina) & Mark V'Soske (Toledo)*
- 7. Policy & Administration:** Oversee and review CCEO's operating policies & practices and, as necessary, recommend changes or additions designed to improve operational policies, practices & procedures. *Roger Blackburn, Vice Chair (Fayette County); Andy Doehrel (Ohio Chamber).*

For more details on the Program of Works and its organizational structure, click on the following link:
<http://www.cceohio.com/Program-of-Works.60.0.html>.

If you are interested in serving on one of these mission groups send an e-mail to bwiberg.cceo@ohiochamber.com.

Outgoing & New Board Members Recognized

The following board members that completed their terms of service on the board were recognized and thanked for their contributions to our profession: **Dan Colantone** (President & CEO, Greater Akron), **John Moldovan** (Executive Director, Erie County) and **Brenda Schwandt** (President, Upper Arlington).

Those newly elected to the board of directors – **Doug Johnson** (Executive Director, Twinsburg), **Charlotte Keim** (President/CEO, Marietta), **Vicki Lowery** (President/CEO, Tiffin) & **Eileen Skoog** (Executive Director, Bowling Green) – were introduced to the members present by chair V’ Soske.

Professionals of the Year 2007 Honored

The highlight of the annual meeting was the introduction of the CCEO Professionals of the Year. It is the highest honor we bestow to one or more CCEO members through a detailed nomination process and elaborate system of judging by past recipients of this award.

The honorees were **Marla Akridge**, President of the Ashland Area Chamber, and **Doug Peters**, President & CEO of Greater Findlay, Inc., both of whom have demonstrated exceptional chamber management, leadership contributions to their communities, and commitment to the chamber industry.

(Pictured in the photo from the left: Mark V’ Soske, CCEO Chair, Roger Blackburn, CCEO Vice Chair & 2005 Professional of the Year, Marla Akridge, Doug Peters, and BJ Wiberg, CCEO President/CEO.)



For more information about the Professional of the Year program and past recipients go to <http://www.cceohio.com/Professional-of-the-Year.8.0.html>

CCEO-AP Designations Awarded

Also recognized at the annual meeting were the following four members for meeting the CCEO-AP requirements of professional competency: **Marvin Jones**, CCEO-AP (President/CEO, Chillicothe-Ross), **Eileen Leuby**, CCEO-AP² (President, New Albany), **BJ Wiberg**, CCEO-AP² (President/CEO, CCEO) and **Debra Lynn-Schmitz**, CCEO-AP³ (CEO/President, Greater Medina).

For more information about the CCEO-AP (Accredited Professional) program and the listing of current designees go to <http://www.cceohio.com/CCEO-AP.9.0.html>

NOT TO BE MISSED ... FOR YOU AND YOUR BUSINESS LEADERS

The First Annual “Chamber of Commerce Day at the Capital”

April 15, 2008 at the Vern Riffe Center in Columbus. Here’s the agenda in brief:

10:30 AM: Registration starts

11:15 AM: The new 10-year strategic plan for *reforming Ohio’s higher education system*

Noon: Lunch

12:30 PM: The blue print for Ohio’s new “*Energy, Jobs & Progress Plan*”, presented by Lt. Governor & Director of Development, Lee Fisher.

1:15 PM: Update on regulatory reform and Gov. Strickland’s recently released “*Common Sense Business Regulations*” program.

2:30 PM: “*Grassroots Advocacy*” by Ohio Chamber’s Governmental Affairs team, including an update on the mandated paid sick leave proposal.

3:30 PM: “*Ohio.....Where Presidents are Made and Business Rocks!*” Join Ohio’s leading business advocate to learn what’s at stake for our state and our nation in the 2008 presidential election. Business and chamber leaders from across our state will come together in Columbus on April 15th for the rare opportunity to hear from two unique and talented political figures. They’ll handicap the election, debate the issues and set the stage for what’s to come when Ohio, once again, becomes ground zero in the race to elect our country’s next President.

From the Right – “The Architect”

Dubbed “The Architect” by President George W. Bush as a reflection of the critical role he played in the Bush Administration’s most important victories, Karl Rove’s strong influence on politics and public policy is unparalleled. A key member of the President’s inner circle, he served as Deputy Chief of Staff and

Senior Advisor, overseeing the strategic planning, political affairs, public liaison and intergovernmental affairs of the Bush White House.

From the Left – “The War Hero”

From the battlefield to the U.S. Senate, Max Cleland has been an eyewitness to leadership in action. Felled by a grenade in Vietnam that cost him his legs and right arm, Sen. Cleland never gave up. He overcame difficulties to become one of the most high profile symbols of the Vietnam War. He later became head of the Veterans Administration, served in the U.S. Senate and campaigned by the side of the 2004 Democratic presidential nominee, Sen. John Kerry.

5:30 PM: Legislative Reception, honoring your representatives from the Ohio House & Senate at the Capital Club.

If you come to Columbus just one day this year, make it April 15, 2008!

To register or for more information, go to www.ohiochamber.com or contact Allison Davis at adavis@ohiochamber.com or 800.622.1893.

EARLY WARNING! RESERVE THESE DATES...MAKE PLANS NOW

2008 Summer Networking Conference

Along with great fellowship and opportunities to expand your peer support network, this conference will show you how to “**Super-Charge Your Events & Non-Dues Revenue**”. Another major component of this conference will be to “**Identify & Strengthen Your Chamber's Weaknesses**”.

This conference, chaired by Joe Kleinknecht (Galion Area Chamber), will be held at [Mohican Resort & Conference Center](#) (near Loudonville, OH), starting around mid-day on Thursday July 17 and concluding by early afternoon on Friday July 18. We encourage you make this a mini-vacation by extending your stay for the weekend with your family or significant friend. More details to follow.

SCHOLARSHIPS ARE AVAILABLE...Application deadline: April 18, 2008

U.S. Chamber's Regional Governmental Affairs Conferences

“**Strengthen Your Voice**” by attending either of this year's Governmental Affairs Conferences conducted by the U.S. Chamber...Bellagio Hotel in Las Vegas, June 4-6, or at the Portofino Bay Hotel in Orlando, June 11-13.

The conferences will focus on the critical importance of chamber involvement in local, state and federal governmental affairs.

- Is your chamber looking to build a successful governmental affairs program?
- Would you like to take your existing program to the next level of effectiveness?
- Do you want to learn about the latest policy issues confronting businesses nationwide and how your chamber can help? If you answered YES, it's time to “**Strengthen Your Voice**”!

For more information on the conference and the scholarship application, go to

<http://www.uschamber.com/events/congressional/08gac>

KUDOS & WRAP-UP

The Conference Like No Other!

A great big “THANKS!” to everyone that served on the conference committee and helped make it such a huge success: *Chair- Doug Johnson* (Twinsburg); *Asst. Chair- Marla Akridge* (Ashland); *Master of Ceremonies & Chair of Fun-Dan Yahraus* (Bryan); *Logistics- Leslee Blake* (Gahanna) & *Amanda Benton* (Lima-Allen County); *Registration Table- Doreen Few* (Reynoldsburg), *Bill Diehl* (Grove City) & *Janet Davis* (Westerville); *1st Timers Relations- Brenda Schwandt* (formerly Upper Arlington), *Jill Becker* (Tuscarawas County) & *Vicki Lowery* (Tiffin); *Sponsor Relations- Cheri Hottinger* (Licking County) & *Jan Hills* (Reynoldsburg);



Speaker Relations- Amy Elsea (Pickaway County), Jennifer Natale (Aurora) & Carolyn Konefal (Hudson); *Silent Auction-* Sue Harrison (Hardin County), Mary Jo Bockrath (Ottawa), Laura Sparano (Nordonia Hills) & Joe Fazek (Barberton); *Hospitality-* Roger Blackburn (Fayette County); *Photography-* Marvin Jones (Chillicothe-Ross) & BJ Wiberg (CCEO).

And, of course, the success of this conference would not have been possible without the great support and involvement of our sustaining partners – ChamberExpress, ChamberMaster & Ohio Chamber – and our sponsors and exhibitors: Hampton Publishing, NovoPrint USA, Village Profile, Anthem Blue Cross & Blue Shield, reMEMBER, Sedgwick CMS/CompManagement, Compensation Consultants, CertifiChecks, Resource Development Group, Columbus Airport Marriott, and Brian Bourgraf.

You can check out the conference photo gallery and conference program at <http://www.cceohio.com/Winter-Conference.96.0.html>

GUEST ARTICLE

Ensuring Success for the Next Generation of Female Business Leaders

By Cathleen Hare and Kristine Hoefler. Reprinted with permission of Columbus CEO Magazine as published in the February 2008 issue. Editor's Note: *Earlier this month we conducted a survey among our chambers on the topic of Programs and Services for "Women in Business", the result of which was posted in the Members Only section of our website on 3/11/08. The purpose of sharing this article with you is to encourage you to discover new opportunities for your chamber to serve this rapidly growing demographic in your community.*

To help develop tomorrow's female leaders, current leaders should propose—and corporations should endorse—structured mentorship programs that connect women across disciplines and geographies.

Read about an influential businessperson in today's news or search for the rising star in any professional organization, and you're increasingly likely to find descriptions of "her" rather than "him."

Today's question no longer is, "When will women be leaders?" It's, "How can women be most effective in their leadership roles, and what corporate processes can help advance women's careers?"

A first step is to acknowledge the challenges that women face. One of the most significant of these can be a lack of access to female mentors. In many corporations, for example, female role models are scattered all across the area—or the country—and may not be accessible at the time an individual needs one most.

As a result, mentorship can at times be somewhat of a scarce commodity. But it's an increasingly valuable one. Young women want and need to learn from the successes of those who previously walked their path, and mentoring is often the most important way to ensure that knowledge, skills and company culture are passed along effectively.

Mentors Matter

At the same time that women are dealing with internal pressures, they also need access to mentors for the kind of support they cannot readily obtain from a male executive. For example, a young woman who wants to expand her network of contacts probably would not utilize the same methods as a man. She might prefer lunch with a mentor at a restaurant or a casual coffee break, rather than meeting for drinks after work.

Women also are more at ease than men in asking a colleague how they balance their work with their home lives and still advance their careers. A woman is not apt to open up to a male mentor to say, "I can't supervise all the activities at home, go to the kids' basketball games and still do all my work—how did you manage that?"

To help develop tomorrow's female leaders, current leaders should propose—and corporations should endorse—structured mentorship programs that connect women across disciplines and geographies. Especially beneficial are programs that pair senior executives with associates and include activities such as the creation of career progression plans, one-on-one informal meetings and joint projects that allow for real-time feedback.

An important corollary to structured mentorship programs is the adoption of flexible workplace policies. Some firms have developed an "off-ramp/on-ramp" approach where women can reduce their workloads for a period of time to deal with family, education or other needs without losing momentum on their career path. They participate in the same type of performance and salary reviews as if they were working at 100 percent capacity, and when they return to work full time, their full salary and seniority resume as if there had been no interruption.

Take Control

Women who want more responsibility at work frequently suffer from the assumption that they will be less willing to take on an assignment if it will disrupt their home life or personal flexibility. A man more often is the one asked to go out of town on a new assignment, even though a woman may be equally or more willing to do so. Women need to make sure their bosses and others know they are eager to tackle such new opportunities.

In addition, women should never underestimate the ways in which technology can help them advance their careers. Technology has been a tremendous enabler for women seeking to remain competitive within an organization. They can connect with work from home, becoming more of a “virtual executive” and diminishing the need to be at the office physically to participate fully and productively in the firm’s business.

Women, therefore, must be certain to develop technical competencies in their field, especially if they reduce their work schedules. They should never underestimate the value of the ongoing training they will need to stay atop changes in technology, and should seek out opportunities—on their own—to learn more than the technology status quo.

Both current and future female leaders have a role to play in ensuring that the next generation finds success and positively impacts their organizations. We all need perspective as we advance in our companies. Having access to those who have made it through the rough passages, while also remaining enthusiastic volunteers and leveraging technology, will position all women well for future success.

Cathleen Hare is the partner-in-charge of Plante & Moran’s firmwide distribution practice and its Ohio manufacturing practice. She can be reached at (614) 849-3118 or cathleen.hare@plantemoran.com. Kristine Hoefler is the partner-in-charge of Plante & Moran’s Ohio financial institutions practice and a member of the firm’s professional standards team. She can be reached at (614) 849-3083 or kristine.hoefler@plantemoran.com.

MEMBERS’ NEWS & TIDBITS

Northeast Cincinnati Chamber Earns National Accreditation

Earlier this month the U. S. Chamber awarded the Northeast Cincinnati Chamber with 3-Star Accreditation for its sound policies, effective organizational procedures, and positive impact on the community. “Accreditation recognizes chambers for their high standards of practice, full accountability to members, and steadfast commitment to community,” said Thomas J. Donohue, president and CEO, U.S. Chamber of Commerce. “We applaud these organizations for advancing these principles of free enterprise.”

Accreditation is the only national program that recognizes chambers for their effective organizational procedures and community involvement. In order to receive Accreditation, a chamber must meet minimum standards in their operations and programs, including areas of governance, government affairs, and technology. This extensive self-review can take 3-6 months to complete.

“The Accreditation process has given our organization the opportunity to look deep within ourselves. We identified areas of improvement and immediately began making changes to better serve our members. The US Chamber of Commerce commended us on our strong programs, marketing plan, and many accomplishments in 2007,” said John Harris, Chamber President.

Local chambers are rated Accredited, 3-Stars, 4-Stars, or 5-Stars. The final determination is made by the Accrediting Board, a committee of U.S. Chamber board members.

The following Ohio Chambers are currently Accredited:

- Darke County (Greenville) ★★
- Dayton Area ★★★★★
- Medina Area ★★
- Northeast Cincinnati (Mason) 
- Toledo Regional ★★★★★
- Troy Area ★★
- Tuscarawas County (New Philadelphia) ★★★★★
- Westerville Area ★★

Here’s your link for additional information about the Accreditation Program: <http://www.cceohio.com/Chamber-Accreditation.10.0.html>

Chamber Board Is Leaner and Focused

Commerce Connection Newsletter, by Joe Kleinknecht, President/CEO, Galion Area Chamber

From the days when 30 business people met for lunch and waffled over decisions to hold parades and plant trees along the sidewalks – to today with our lean and focused group of 17 board members, your Galion Area Chamber has collectively grown immensely from years past, and has learned what a chamber is really all about, and has implemented its mission as well – “To promote the success and growth of the Galion Area Business Community.”

“Connections to the Chamber of Commerce Executives of Ohio (CCEO) have helped discipline our board in a very positive way of the last five years,” Joe Kleinknecht noted. “CCEO’s mission is to keep our leaders on track, involving us in crucial legislative and business issues that really make a difference, and to teach the chamber mission and purpose and to keep us focused on good business-support issues.” All this makes our chamber a good return on our investor’s membership dollars.

If you have an interesting news or tidbit item to share in E-briefs, please e-mail them to bwiberg.cceo@ohiochamber.com

CCEO Website Useful Tips & Hints



About CCEO – Membership & Benefits – Conferences & Events – Newsletters – Members Only

- 1. Username & Password.** From time to time we will change one or both of these to ensure that only current members have access to the “Members Only” section of our website. When it becomes necessary to do so, current members will be notified by e-mail. If you forget what they are, simply click on the “Members Only” menu where you will find a message indicating the date you should have received the current Username and Password; then look for that e-mail in Outlook. Please keep in mind that only individuals that are members of CCEO should have this access, so please don’t share the Username or Password with anyone else.
 - 2. Using the “Search” feature.** If you are looking for sample documents, policies, program information or special studies in the “Member Only” library but don’t know where to find them, try doing a search. After you have successfully logged on as a member, bring your cursor back up over “Members Only” & select “Site Search” where you can enter a word or two related to what you’re looking for.
 - 3. Calendar & Upcoming Events.** When you are in the public part of the website, notice the gray column on the left side of the page labeled “What’s next?” By clicking on any of those dates or events, an “Event Info” page opens up with more details about the one you clicked on.
 - 4. Recent Posts & Updates.** On the home page that first opens up, new posts & updates are listed, beginning with the most recent ones. Those that are in the public section of our website are linked, meaning that you can click on them to go straight to them. Those updates and new posts that are in the “Members Only” section are so indicated, along with a note telling you on which page in the “Resource Library” you can find them. After you have logged on as a member, place the cursor over the “Members Only” tab & select “Resource Library”, then select the appropriate page.
 - 5. Expanding the “Resource Library” menu in Members Only section.** To get an expanded view of the sections listed in the Resource Library do this: After you have logged on, go to the “Members Only” tab on top right, then click on “Resource Library” in the drop-down menu. The expanded library menu now appears in the gray column on the left side of the page. Simply scroll down and click on the section you’re looking for.
 - 6. To return to the Home Page,** simply click on our website image that’s on top of every page.
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PRODUCTS & SERVICES

Looking for new products and services to enhance your chamber's operation, generate additional revenue, or provide new benefits for your member-investors? We encourage you to explore the possibilities first with the following CCEO Business Members.

Consulting

Chamber Consults, Inc.		David Vollette, President	dvollette@woh.rr.com	937.773.6692
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Database Applications for Chambers

ChamberMaster	www.chambermaster.com	Doug Hennem, President Ward Thompson, Sales Mgr.	doug@chambermaster.com ward@chambermaster.com	866.847.4592
reMEMBER by CompuSol, Inc.	www.dfw-compusol.com	Kevin McCann President Christie Thornton CEO	kevin.mccann@dfw-compusol.com christie.thornton@dfw-compusol.com	800.318.7333 817.373.7322

Human Resource Assistance

www.HRTwentyFour	www.HRYwentyFour.com	Matt Rosen, CEO/Founder Cindy Davis, VP/COO	mrosen@hrtwentyfour.com cdavis@hrtwentyfour.com	614.439.6005 740.289.2071 x 365
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Office Supplies, Furniture, Design, and Promotional Products.

Office Depot	www.officedepot.com/bsd	David Fisher, Dist. Sales Mgr. Jeanne Barrett, Executive Asst.	david.fisher@officedepot.com jeanne.barrett@officedepot.com	614. 442.2228 614.442.2228
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Printed & Electronic Directories, Community Profiles, Maps & more.

Hampton Publishing	www.hamptonpublish.com	Mike McNeil, President	mcmaps@cinci.rr.com	800. 837-1444
Journal Communications	www.jnlcom.com	Ray Langen, Exec. VP	rlangen@jnlcom.com	800.333.8842 x 255
NovoPrint USA	www.novoprint.com	John Limbach, CEO/Publisher Tommy Thompson, VP Bus. Dev., OH Linda Shapona, IOM Consultant	Tommythompson1@msn.com novoprintlinda@cox.net	937.475.4597 937.475.4597 734-812-6522
Village Profile.com, Inc.	www.villageprofile.com	Gayle Bohman, Ohio Acquisition Manager	broadcast49@comcast.net	610.999.4788

Resource Development

Resource Development Group	www.rdgusa.net	Rob Radcliff, Principal	rob@rdgusa.net	866.734.5660
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Speakers

Professional Speakers Bureau International	www.terrificspeakers.com	Thom Lisk, CEO/President	speak@terrificspeakers.com	800.705.0079
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Website Services

ChamberExpress	www.chamberexpress.com	Joanne Taylor, President	joanne.taylor@chamberexpress.com	877.935.0300
WebLink International	www.weblinkinternational.com	Steve Benner, Sales & Marketing Dir.	steve@weblinkinternational.com	877.231.4970

Workers Compensation Group Programs & Services

Compensation Consultants (CCI)	www.cciworkerscomp.com	<u>Mike Dove</u> , V.P. & <u>Melinda Ulery</u> , Gp. Supp. Supervisor <u>Theresa Passwaters</u> , Acct. Exec.	mike.dove@ccitpa.com melinda.ulery@ccitpa.com theresa.passwaters@ccitpa.com	800.837.3200x7108 (800) 837-3200
CompManagement, a Sedgwick CMS Co.	www.sedgwickcms.com/grouprating	<u>Genny Hart</u> , Assoc. Acct. Exec. <u>Randy Jones</u> , Dir. Assoc. Services	genny.hart@sedgwickcms.com randy.jones@sedgwickcms.com	614.760.8145 614.760.8145

There are three kinds of chambers:

- 1. The ones that make things happen**
- 2. The ones that watch things happen**
- 3. The ones that wonder what happened.**

Which kind is your chamber?