

Make 2009 “The Year of New Opportunities” for your Chamber! By BJ Wiberg, President/CEO, CCEO

I know this is a challenging time for your chamber and business community. This is especially true when it comes to the retention of your current member-investors, the recruitment of new ones, and their over-and-above financial support and involvement. However, with challenges come opportunities!

If there ever was a time when businesses need their local chamber to strengthen market exposure through effective networking and advertising, and participating in strategic workshops and planning sessions with their peers through chamber-organized programs, this is it!

If I told you that I know how you can increase your chamber’s revenues by several \$1,000s in 2009 for an investment of \$294 or less, would you be interested?

I thought so! If you promise to not tell anyone else about how you can make that happen, I’ll let you in on it. You will be able to:

- Increase the retention rate of your current member-investors;
- Attract new ones;
- Discover and implement at least two significant new non-dues revenue streams;
- Capture great ideas for new programs and services that will increase your chamber’s relevancy to your business community;
- ... and more!

All this for only \$294...or less if you act by January 15th!

This is not about a pyramid or another type of investment scheme! Over the past several months a group of your peers, headed up by Dan Yahraus, Executive Director of the Bryan Area Chamber, have put together a plan to make all of these things possible. It’s called the CCEO Winter Conference in “*The Pursuit of Excellence*”!



We have lined up twelve outstanding speakers and experts on a wide variety of topics, each designed to address incredible take-home opportunities for you, whether you work for a smaller, medium or large chamber.

BUT, to make this happen you must act by these deadlines:

- **January 15** to **save 5%** off the conference registration fee;
- **February 3** to get your **hotel room** at a ridiculously low fee. (Note: Last year the hotel ran out of rooms for those that held off too long to get their reservations made, so do this as soon as possible!)
- **February 6** is the **last day to register for the conference.**

I strongly encourage you to make 2009 “The Year of New Opportunities” for your chamber by attending the 2009 Winter Conference on February 19 & 20. For full details about the conference program, registration form and hotel information, check out the additional documents I’ve attached with this e-mail.

We appreciate the support of the following conference sponsors & exhibitors (as of Jan. 8):

Presenting Sponsor: Citilinc International. Master Sponsors: Hampton Publishing - CompManagement, Inc. - ChamberExpress Annual Banquet Sponsor: VillageProfile.com Exhibit Sponsor: reMEMBER by CompuSol, Inc. - Compensation Consultants Inc.

Other Happenings

WRAP-UP

Board Leadership Symposium – In November and early December we held five very successful regional sessions, attended by 131 local chamber board and staff leaders. These symposiums were made possible by the following members that hosted them and made the local arrangements:

- Jeannie Marshall of SOCA hosted the SW region in Dayton;
- Marla Akridge of the Ashland Area Chamber hosted the NC region in Ashland;
- Mary Jo Bockrath of the Ottawa Area Chamber hosted the NW region in Ottawa;
- Steve Millard of COSE hosted the NE region in Warrensville;
- Janet Davis of Westerville hosted the C region in Columbus.

Our thanks to all of them for helping advance our mission!

UPCOMING

2009 Summer Networking Conference – July 16-17, 2009 at Mohican Resort & Conference Center near Loudonville. Put these dates on your calendar now. For a sampling of the type of program and activities that take place at our Summer Networking Conferences, go to the following link on our website: <http://www.cceohio.com/Summer-Conference-2008.120.0.html>. (Be sure to check out the Photo Gallery that's linked to that page!)

ELECTION RESULTS

CCEO Board of Directors

We welcome the following leaders that were elected to their first terms by the CCEO members:

- Steve Millard (COSE)
- Jill McCartney (Tuscarawas County Chamber)
- Amy Elsea (Pickaway County Chamber)

Re-elected to a second term were:

- Karen Haley (Wilmington-Clinton County Chamber)
- Vicki Lowery (Tiffin Area Chamber).

CCEO Officers for 2009

On November 21, 2008, the Board of Directors elected the following slate of officers:

- *Chair*- Jed Metzger (Lima-Allen County Chamber)
- *Chair-Elect & VC, Professional Development*- Marla Akridge (Ashland Area Chamber)
- *VC, Finance*- Doug Johnson (Twinsburg Chamber)
- *VC, Technology & Communications*- Marvin Jones (Chillicothe-Ross Chamber)
- *VC, Policy & Administration*- Roger Blackburn (Fayette County Chamber)
- *VC, Membership Development*- Eileen Leuby (New Albany Chamber)
- *VC, Research*- Marie Pucak (Mentor Area Chamber)
- *Past Chair*- Mark V'Soske (Toledo Regional Chamber)
- *Past Chair*- Debra Lynn-Schmitz (Greater Medina Chamber)

To learn a bit about each of our board members – like where they went to school, when they entered the chamber profession, what chambers they have worked for, and their areas of expertise – click on this link to our website:

<http://www.cceohio.com/Board-of-Directors.56.0.html>

TIPS

“There Ought To Be a Law....!”

By BJ Wiberg, President/CEO, CCEO

How often haven't we heard someone say – and maybe even you have too – that “There ought to be a law....”! Of course, when we think the government should make a new law to fix whatever, we seldom think through the unintended consequences of such a wish, consequences that are often worse than the “problem” the law was designed to fix.

Having said that, I would like to propose a law for every chamber – not by government decree, but on a freedom-of-choice basis – perhaps as a statement of values for both internal and external consumption. So here's my proposed Chamber Law:

- Put your clients' needs first.
- Understand their business.
- Be responsive.
- Deliver good value.
- Exceed their expectations

Time Management

1. Always ask yourself, “Am I doing what's most important right now?” If it takes you closer to the goals you should have written down, the answer is likely yes. Always identify priorities as those things that have the highest return on your invested time, not those simply considered most urgent.
2. You'll have a greater respect for the value of time if you know how much each hour is worth. Do the math. And never forget: your time is more valuable every year because there's less of it ahead! Put up a little poster by your desk, phone (wherever you'll see it easily) with the words “Carpe Diem!”. – Latin for “Seize the Day!” Then throw all distractions aside... get focused... and start setting and achieving your goals *today!*

MEMBERS' NEWS & TIDBITS

Lee Luff Honored

The Carolinas Association of Chamber of Commerce Executives (CACCE) recognized Lee Luff, CCE, CAE, President of the Anderson Area Chamber of Commerce, as the top chamber executive from South Carolina at their Annual Management Conference at the Hyatt Regency in Greenville, SC on Thursday, September 4, 2008 during an awards dinner.



Lee was recognized as the driving force behind several changes in the Anderson Area Chamber's public policy area, including the implementation of a political candidate academy, the creation of a grassroots advocacy program, and collaboration with other Upstate chambers to share the cost of a lobbyist to be the local voice of business at the State House. Luff recently led the organization in the development of a 3-year strategic plan, with many accomplishments in the first nine months of the plan.

He has 28 years of chamber experience and moved to South Carolina in 2003 to accept the position of president at the Anderson Area Chamber. He holds two professional designations of Certified Chamber Executive (CCE) and Certified Association Executive (CAE)), and has served in various leadership roles for the chamber industry at both the state and national level. In addition to serving on many local boards and councils, he is a graduate of the Diversity Leadership Academy at Furman University and Leadership South Carolina. Prior to moving to Anderson, he was a graduate of the Center for Creative Leadership, Economic Development Institute (University of Oklahoma), Institute for Organization Management (University of Delaware), and Academy of Organization Management (University of Notre Dame).

(Lee is a member of CCEO. Prior to his current position in Anderson, SC, Lee served as President/CEO of the Findlay-Hancock County Chamber and Vice President at the Toledo Regional Chamber. He also served on the CCEO Board of Directors for many years, and chaired the board in 1991-1992)

CCEO Website Useful Tips & Hints

In case you've missed it, several new items of interest have been posted on the website in the past few months, such as:



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

- Record Retention Guidelines
- Ten Responsibilities of a Chamber Board
- The Weakest Links on a Chamber Board
- A report on Integrated Software programs used by chambers
- Job Postings
- Updated Membership Directories ... and more.

You can find the links to these documents on our Home Page under “Recent Posts & Updates” with the most recent item listed first. Here’s your link: <http://www.cceohio.com/>

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 Partners. (In the “Membership & Benefits” section of our website, go to “Hot Links” where you will find their logos linked directly to each of their websites.)

Consulting

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

Health Insurance Products for Chambers

Southern Ohio Chamber Alliance (SOCA) (ChamberChoice)	www.joinsoca.com	Jeannie Marshall SOCA Account Mgr.	jmarshall@joinsoca.com	937.395.4533
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Human Resource Assistance

www.HRTwentyFour	www.HRTwentyFour.com	Matt Rosen, CEO/Founder Cindy Davis, VP/COO	matt_rosen@schiller.edu cdavis@hrtwentyfour.com	813.298.4532 740.772.2019
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Office Supplies, Furniture, Design, and Promotional Products.

Printed & Electronic Directories, Community Profiles, Maps & more.

Hampton Publishing	www.hamptonpublish.com	Mike McNeil, President Angie Fallon Marketing Director	mike@hamptonpublish.com angie@hamptonpublish.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	Tommythompson1@msn.com	937.475.4597 937.475.4597
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 Taylor Miller Customer Service	thomlisk@terrificspeakers.com speak@terrificspeakers.com	800.705.0081 800.705.0081
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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	Mike Dove, V.P. & Melinda Ulery, Gp. Supp. Supervisor Theresa Passwaters, 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	Genny Hart, Assoc. Acct. Exec. Randy Jones, Dir. Assoc. Services	genny.hart@sedgwickcms.com randy.jones@sedgwickcms.com	614.760.8145 614.760.8145

ON ENTREPRENEURIAL LEADERSHIP

“An entrepreneur is the one who was right when practically everyone around them was wrong”.

Anonymous

“A leader must have the courage to act against an expert’s advice.”

-James Callaghan