

Top 10 Budget Tips!

By Jed Metzger, President/CEO, Lima Chamber; Marla Akridge, President/CEO, Ashland Chamber and Mark V'Soske, President/CEO, Toledo

As presented
at CCEO
Summer
Conference
2009!

1. Share resources and costs with other businesses
2. Re-Negotiate contracts
3. Take the cost of depreciation and pay that amount into a restricted account for future purchases of equipment and assets
4. Prioritize expenses or line item costs
5. Use technology to save costs
6. Partner with other organizations on events to share the costs
7. Go Green - Conserve where you can on utilities and recycling
8. Show an annualized budget (actual expenses and projected expenses) in addition to your regular budget to project yearend income and expenses
9. Remove equipment and supply items that are not necessary
10. Secure items donated from members to cut expenses wherever possible

AND

Contact CCEO to conduct a **financial** strategic planning with your Board

Summer Conference Highlights

July 16-17, 2009 at Mohican Resort and Conference Center in Perrysville, Ohio



A rousing kickoff to the Summer Conference was given by **Phil Sorentino**. One participant stated, *"Good opening session - lively and inspirational!"* Another participant said, *"Phil was excellent with a message."* Speaker, **Dave Kotary** (not pictured here), received a first ever perfect score in the post conference evaluations. See page 2 for contact information for Phil, Dave and all other Summer Conference speakers.



Photos continued on next page...



NEW this year was a preconference workshop. Participants brought their own laptops to do hands on "Social Networking and Online Marketing with **Brad Kleinman**.



SOCA'S retiring **Jeanie Marshall** was unexpectedly called to the podium to speak. Jeannie has been a valued CCEO member and business partner.



ODOD Interim Director, **Lisa Patt-McDaniel**, delivers the Keynote address at Thursday's dinner and meeting.

Here's how to contact a Summer Conference Speaker for your event:

TOPIC	SPEAKERS in order of appearance		COMPANY	POSITION	<u>EMAIL</u>	PHONE
"Social Networking & Online Marketing" - Preconference	Brad	Kleinman	WorkSmart eMarketing	Chief Officer	Brad@WorkSmart-eMarketing.com	(216) 360-8107
"Humor: Your Key to Enjoy Retooling Yourself"	Phil	Sorentino	Humor Consultants, Inc.	Co-owner	susan@humorconsultants.com	(614) 410-6969
"How to Efficiently Manage Contact Clutter"	Robyn	Elston	Elston Consulting	President	relston@adelphia.net	(419) 268-0556
"6 Keys to Retooling Your Influence with Members & Staff"	Rich	Herb	ActionCOACH	Certified Business Coach	richherb@actioncoach.com	(419) 569-5669
KEYNOTE at dinner/mtg.	Lisa	Patt-McDaniel	ODOD	Interim Director	Jenna.McGuire@development.ohio.gov	(614) 466-2382
Ohio Chamber Brief	Linda	Woggon	The Ohio Chamber	VP, Governmental Affairs	lwoggon@ohiochamber.com	800-622-1893
"Capturing the Mind of Your Members: Proven Ways to Retain & Attract More Members in a Challenging Economy"	Tony	Rubleski	The Mind Capture Group	President	tony@mindcapturegroup.com	(616) 638-3912
"Contract Risks and Affinity Programs"	Dave	Kotary	Aspen Ins. Associates	President	dave@benchmarkinsurance.com	(614) 891-7791
"Engaging Your Members - Grab Your Hammer and Nails to Build an Advocacy Program Taylor Made for Your Chamber"	Chris	Brock	The Ohio Chamber	Grassroots Coordinator	cbrock@ohiochamber.com	800-622-1893
"Restoring Ohio's Prosperity"	Gene	Krebs	Grow Ohio	Co Director	gkrebs@greaterohio.org	(614) 258-6200

Kudos to the following members of the conference committee for their contributions in making this event a success:

Melissa Krebs (Brunswick) and Michelle Masica (Wadsworth) –Co Conference Chairs
Marla Akridge (Ashland) – VC Professional Development
Jed Metzger (Lima) – Chairman of the CCEO Board
Lori Smith and Erin Meeks (Marietta) – Registration
Marvin Jones (Chillicothe Ross) – Hospitality
Rebecca Marker Smith (Logan County) – Hospitality
Debra Lynn-Schmitz (Medina) – Camp Fire/Past Chair & VC
Joel Miller (Napoleon/Henry County) - MC
Vicki Lowery (CCEO) – Assistant Conference Chair

Thanks!

Thanks!

That's a great idea!

“That’s a Great Idea” will be a new ongoing section in CCEO communications. Many of you are inventing new and beneficial programs for your members. This will be the place to either share your great idea or do some R&D to add a new great idea. The following great idea is shared by **Jennifer McDonald from the Licking County Chamber of Commerce**. A new member benefit in Licking County is the opportunity for members to survey other members. Here is a link to their latest http://www.surveymonkey.com/s.aspx?sm=62GKEbvOiBffhjaGOZIfbw_3d_3d Jenifer gives this description of the program:

We have a Survey Monkey subscription because we survey our members once a month on topics ourselves. So there is no cost for us to send this out, just time. We charge the same amount we do for a flyer insert in our newsletter or Green Mail (email newsletter) which is \$150. The members send us the questions in Word, and then we put them into the survey. This takes only a couple minutes of our time. The survey is then sent out to our entire database of members, which is about 1400 contacts. The survey results are visible to the company and they can quickly use this information to follow up with potential customers. Both of the companies who have designed membership surveys have acquired several viable leads for potential business. It really is a win-win situation for both the Chamber and the member business. The survey touches a demographic base that is sometimes hard for companies to reach, and we can provide that market for them.

Thanks Jennifer! Send your great idea to vlowery.cceo@ohiochamber.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.

Affinity Programs

Alternative Energy Source	www.aes-energy.net	Huck Hayes, VP Sales	huckhayes@alternativeenergy-source.com	866.646.7322
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Database Applications for Chambers

ChamberMaster	www.chambermaster.com	Ward Thompson, Sales Mgr.	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)	www.joinsoca.com	Toni Weideling SOCA Account Mgr.	tweideling@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.

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

Hampton Publishing	www.hamptonpublish.com	Mike McNeil, President	mike@hamptonpublish.com	800.837-1444
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		<u>Angie Fallon</u> Marketing Director	angie@hamptonpublish.com	
Journal Communications	www.jnlcom.com	<u>Ray Langen</u> , Exec. VP	rlangen@jnlcom.com	800.333.8842 x 255
NovoPrint USA	www.novoprint.com	<u>John Limbach</u> , CEO/Publisher <u>Tommy Thompson</u> , VP Bus. Dev., OH	Tommythompson1@msn.com	937.475.4597 937.475.4597
Village Profile.com, Inc.	www.villageprofile.com	<u>Gayle Bohman</u> , Ohio Acquisition Manager	broadcast49@comcast.net	610.999.4788

Resource Development

Resource Development Group	www.rdgusa.net	<u>Rob Radcliff</u> , Principal	rob@rdgusa.net	866.734.5660
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Speakers

Professional Speakers Bureau International	www.terrificspeakers.com	<u>Thom Lisk</u> , CEO/President <u>Taylor Miller</u> Customer Service	thomlisk@terrificspeakers.com speak@terrificspeakers.com	800.705.0081 800.705.0081
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Website Services

ChamberExpress	www.chamberexpress.com	<u>Joanne Taylor</u> , President	joanne.taylor@chamberexpress.com	877.935.0300
WebLink International	www.weblinkinternational.com	<u>Steve Benner</u> , Sales & Marketing Dir.	steve@weblinkinternational.com	877.231.4970
		<u>Aaron Cox</u> , Regional Sales Dir	aaron.cox@weblinkinternational.com	859.200.1803

Workers Compensation Group Programs & Services

CareWorks Consultants, Inc. (CCD) Formerly: Compensation Consultants	www.cciworkerscomp.com	<u>Mike Dove</u> , V.P.	mike.dove@ccitpa.com	800.837.3200x7108
		<u>Melinda Ulery</u> , Gp. Supp. Supervisor	melinda.ulery@ccitpa.com	
		<u>Theresa Passwaters</u> , Acct. Exec.	theresa.passwaters@ccitpa.com	(800) 837-3200
		<u>Kirsten Gibson</u> , Acct. Exec.	Kirsten.gibson@ccitpa.com	614.526.7248
CompManagement, a Sedgwick CMS Co.	www.sedgwickcms.com/grouprating	<u>Bob Nicol</u> , Acct. Exec.	Robert.nicoll@ccitpa.com	614.526.7248
		<u>Genny Hart</u> , Assoc. Acct. Exec.	genny.hart@sedgwickcms.com	614.760.8145
		<u>Randy Jones</u> , Dir. Assoc. Services	randy.jones@sedgwickcms.com	614.760.8145

Regional Workshops Near You

You spoke and we listened! Survey says... 64% of you want a workshop on "How to Market Your Chamber". Kordell Norton is an expert in this area getting \$3K per day to help companies develop a marketing plan. So, Mr. Norton has agreed to lead regional workshops near you. You will leave the day with your own marketing plan and can earn back at least 10X the investment in the workshop fee. *****Please note a change in the Columbus date to Nov. 30th.*****

Workshop Dates

- #1 Nov. 30 (M)
- #2 Dec. 1 (TU)
- #3 Dec. 2 (W)
- #4 Dec. 4 (FR)

Host Chambers

- The Ohio Chamber in Columbus
- Lima
- Chillicothe
- Hudson

Watch for your registration coming by email soon!

"Know you can, but when you need a boost call a CCEO staff or board member!" CCEO