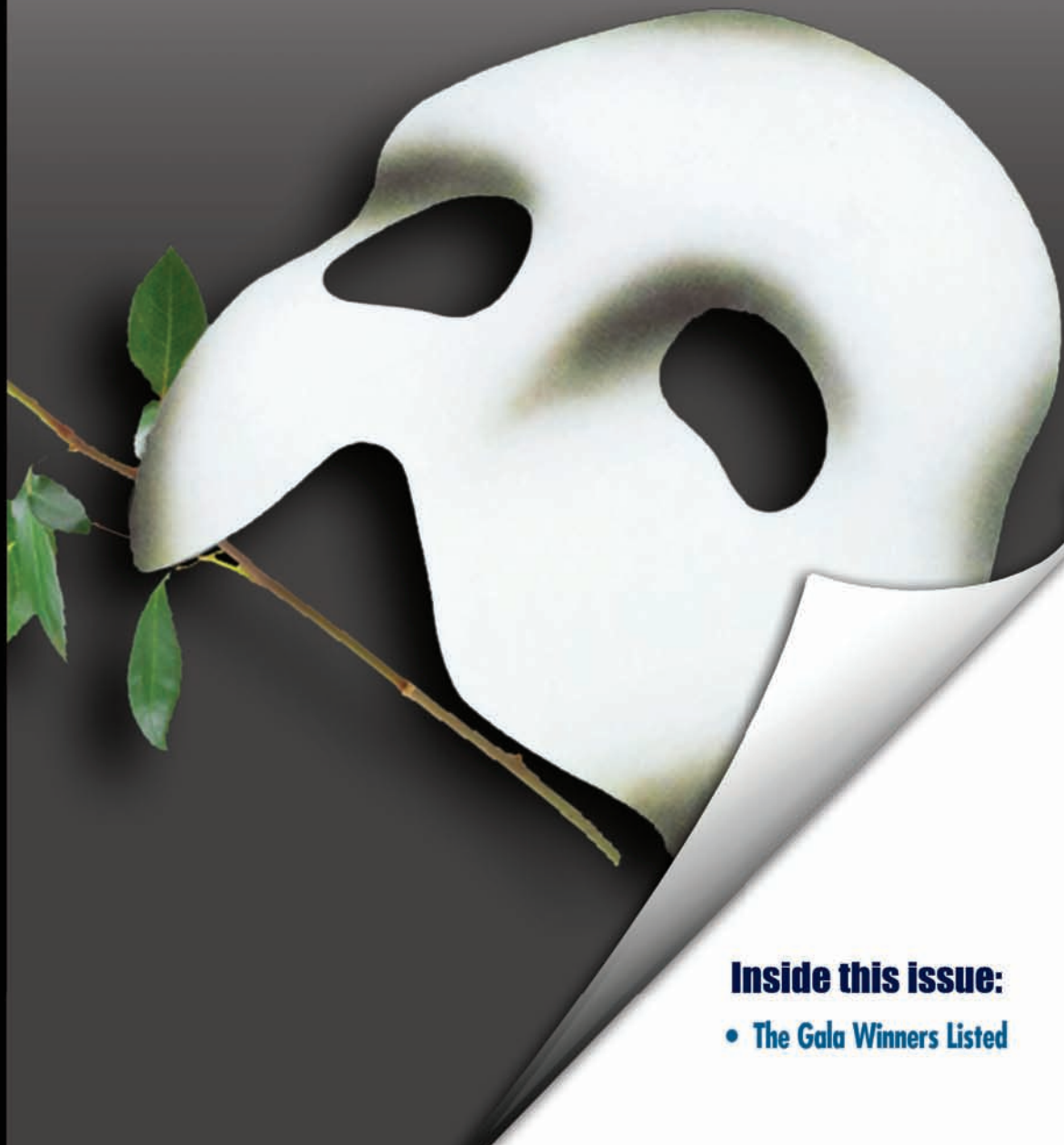


CHAMBER REPORT

April 2010

THE
CHAMBER
CHAMPION FOR A GREATER CEDAR RAPIDS

The Gala
UNMASQUING
EXCELLENCE IN BUSINESS



Inside this issue:

- The Gala Winners Listed

Table of Contents

Article	Page
Member of the Month – Whetstone Group	4
Leadership for Five Seasons	5
Call for Volunteers	6
New Employees	6
International Business Symposium.....	7
Calendar of Events.....	8-9
The Gala.....	10
Chamber Hard at Work	11
Breakfast of Champions	12
New Members	13
EDC.....	14
Legislative Update	15
Members in Motion	16
Chamber Institute.....	17
March PM Exchange Recap	18
PM Exchange.....	18
CEO Roundtable	19

April 2010

VOLUME 79 No 8 (USPS558-200)

Chamber Report (ISSN 108-50775) is published monthly by the Cedar Rapids Area Chamber of Commerce, 424 First Avenue NE, Cedar Rapids, IA 52401.

Subscription price of \$35 per year is included in an annual chamber membership.

Periodicals postage paid at Cedar Rapids, Iowa.

Postmaster: Send changes to:

Chamber Report

Cedar Rapids Area
Chamber of Commerce
424 First Ave. NE
Cedar Rapids, IA 52401-1196

Chair: Brad Hart

President & CEO: Shannon Meyer

Editor: Kari Stillman

Contact the Cedar Rapids Area Chamber of Commerce at 319-398-5317 for reprint permission.

©2010 Cedar Rapids Area Chamber of Commerce



2010 Board of Directors

Officers

Brad Hart, Bradley & Riley PC, Chair
Chuck Peters, Gazette Communication, Chair Elect
Allen Witt, Hall & Hall Engineers Inc., Immediate Past Chair
Nancy Kasperek, U.S. Bank NA, Secretary
William Vincent, Clifton Gunderson LLP, Treasurer
Shannon Meyer, Cedar Rapids Area Chamber of Commerce, President

Board of Directors

Jill Ackerman, Marion Chamber of Commerce, Honorary Director
Dawn Ainger, Genova Technologies, Director
Thomas Anderson, Merrill Lynch, Director
Todd Barker, Todd Barker, NAI Iowa Realty Commercial, Director
Christopher Blake, Mount Mercy College, Director
Barry Boyer, Van Meter Industrial, Inc., Chair Elect Priority One
Ray Brown, The ESCO Group, Chair Marion Chamber of Commerce
Scott Byers, NAI Iowa Realty Commercial, Director
Lijun Chadima, Thorland Company, Director
Ron Corbett, Mayor, City of Cedar Rapids, Honorary Director
Chris DeWolf, Lil' Drug Store Products, Inc., Director
Jeff Elgin, J & T Elgin, LLC, Director
James Ernst, Four Oaks Inc. of Iowa, Director
Gary Ficken, Bimm Ridder Sportswear, Director
Ronald Fielder, Grant Wood Area Education Agency, Director
Kristie Fisher, Kirkwood Community College, Director
Rob Frederick, AEGON Insurance Group, Director
Marc Gullickson, Ryan Companies, US, Inc., Director
Eric Hanson, ImpactCR, Honorary Director
Tom Hobson, Rockwell Collins, Inc., At Large Director
Beth Houlahan, Mercy Medical Center, Director
Tim Kiesey, Leadership for Five Seasons, Honorary Director
Tim Kintner, Bankers Trust Company, Director
Christine Landa, Junior Achievement of Eastern Iowa, Inc., Director
Robb Loftsgard, Wells Fargo Bank, Director
Katie Mulholland, Linn-Mar Community School District, Director
Curt Nelson, Entrepreneurial Development Center Inc. Honorary Director
Doug Neumann, Cedar Rapids Downtown District, Honorary Director
Ron Olson, Paulson Electric Company, Director
Hazel Pegues, Diversity Focus, Honorary Director
Jim Prosser, City of Cedar Rapids, Honorary Director
Mark Seckman, Priority One, President Priority One
John Sheehan, St. Luke's Hospital, Director
Kyle Skogman, Skogman Realty, Chair Priority One
Tim Spain, United Fire Group, Director
Paul Treangen, Alliant Energy – Interstate Power & Light Co., Director
Monica Vernon, Vernon Research Group, Honorary Director
William Vernon, Simmons Perrine Moyer Bergman PLC, Director
Brandt Worley, Worley Warehousing, Inc, Director



From the Chairman's Desk:

JumpStart to the Rescue



The Business JumpStart 1 and Business JumpStart 2 programs are evidence that businesses and business organizations working together can make a significant difference for our business community and our community in general. The collaboration of the Cedar Rapids Small Business Recovery Group, the Chamber, the City, Theresa Bornbach and her staff (now Transitions Made Better) and the Iowa Department of Economic Development, has resulted in more than \$28,000,000 being distributed to flood-impacted businesses to date. Business JumpStart 2 is on track to provide even more dollars for our local businesses as they continue to try to recover from the flood. While many small businesses have been unable to reopen and point may never reopen, I am confident Business JumpStart 1 saved, and Business JumpStart 2 will save, hundreds of businesses. We will all benefit from the recovery of those businesses.

The collaborative effort of these groups identified the critical needs of business after the flood, and has been the catalyst, the designer in many ways, of these important and effective programs. This remarkable effort is unprecedented in Iowa and in our Country. Their work will likely be followed by others recovering from future disasters.

Business JumpStart 1 and Business JumpStart 2 have and will continue to provide monetary grants to businesses directly impacted by the flood. Another important program designed and developed by the hard work of these local groups is the Business Long Term Recovery program (BLTR). BLTR works to ensure the survival and growth of our flood-affected businesses by connecting them with resources to help with immediate operational needs and to position the businesses for the long term. BLTR is a natural step in the effort to move our entire community forward.

Thank you to all who have worked so hard on these initiatives. Much work remains to support our recovering business community. If you receive a call from a member of the BLTR team asking for your help, please consider becoming a Business Mentor to work with the BLTR team and contribute your time and talents to directly assist a business.

Sincerely,

Brad Hart
Chairman, Board of Directors

Featured MEMBER OF THE MONTH

The Whetstone Group

Growth Tools for a Competitive Edge

30-second Growth Tool from Whetstone

By Lisa Rhatigan, Senior Vice President of The Whetstone Group, Inc.

Q: “What does your company do?”

A: *[Insert a brief, personable response that describes who your company serves, emphasizes the benefits your customers receive from working with you and explains how you're superior to the competition in an engaging way that leaves people asking for more.]*

Sound like a tall order? Consider how you and/or your employees interact with new acquaintances. Remember, you're constantly contributing to your company's brand. Preparing a list of talking points, or a “30-second speech,” can help you communicate a positive, consistent message *and* feel more comfortable in networking situations.

Step 1: Gather together and brainstorm a list of attributes satisfied customers use to describe you.

Step 2: Brainstorm a second list of attributes you want the market to associate with your company.

Step 3: Break into teams and develop draft speeches that incorporate these attributes. Avoid the close-ended responses: “I’m an accountant.” Instead, try to craft answers that generate interest and prompt questions: “I give business owners peace of mind.”

Step 4: Return to the large group and determine which ideas you like from each team's draft.

Step 5: Combine these gems into a final draft. You now have a brand promise that everyone took part in developing and can confidently stand behind.

In addition to equipping staff with messages to build brand awareness, some companies use the speech as a resource for developing taglines and ad copy. Others utilize it when working with an advertising agency to develop a logo or materials that accurately reflect their business. Occasionally, the process highlights a lack of internal communication (12 people, 12 very different answers) and provides a starting point for internal branding initiatives.

We've facilitated this exercise with numerous clients, and it is always an eye-opening experience. For more growth tools and marketing advice, sign up for our e-newsletter at www.thewhetstonegroup.com.

About us:

The Whetstone Group, Inc. offers simple yet effective tools to help companies in the business-to-business market grow their top line.

Call us today at 319-447-6400 or visit us at 707 Seventh Ave in Marion, IA.

Accepting Applications and Nominations Forms

The Leadership for Five Seasons Program is now accepting applications and nominations for the 2011 adult class. The goal of the program is to supply our community with informed, skilled leaders willing to serve as active volunteers.

The program consists of a 10-class session and two-day retreat. Sessions are monthly from September through May. The day-long sessions are held throughout the community, and provide participants with a first-hand look at the Cedar Rapids area.

Individuals who have shown a commitment to and personal involvement in the Cedar Rapids area are encouraged to apply. Area businesses, public and private agencies, civic and other organizations are also encouraged to nominate individuals with leadership potential for this program.

For additional details contact Kathy Horan at khoran@cedarrapids.org or 319-730-1411.

Only 35 individuals are selected to participate each year in the Leadership program.

Apply or nominate an individual by visiting www.leadershipforfiveseasons.org



**Accepting nominations through
May 14th**

**Applications due
May 31st**

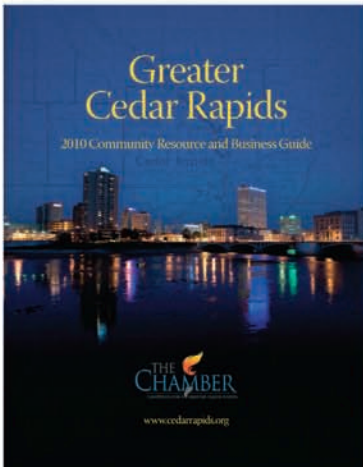
LEADERSHIP FOR FIVE SEASONS A Spring Celebration

**6:30 PM - 9:30 PM, May 7, 2010
Theatre Cedar Rapids**

A new event for Leadership for Five Seasons – A Spring Celebration reunites Leadership alum to reconnect, engage and congratulate the graduating class of 2010. During the event the Community Trustee Award will be presented, program updates provided and an opportunity to network with fellow alumni. Tickets are \$25 per person, contact Kathy Horan at khoran@cedarrapids.org or 319-730-1411 for details.

The Community Trustee Award is presented to a Leadership for Five Seasons graduate representing the general public, acting with genuine care and competence to serve and lead the community; a person actively committed to hold the community in trust, to both serve and lead it.

Operation Thank You Call for Volunteers



The Chamber is reviving the much requested Community Resource and Business Guide. The full-color publication highlights the quality of life and vast amenities we enjoy by living and working in the Corridor.

The Chamber is looking for volunteers to assist in Operation Thank You on April 13. Volunteers will deliver

the Community and Resource Guide to our members. The day begins in The Chamber board room to enjoy a light breakfast and then select their preferred delivery area. The delivery of guides takes approximately 30 minutes.

Please contact Jeff Schamberger at 319-730-1402 or jschamberger@cedarrapids.org to participate.



New Staff

Please welcome **Candy Nanke** and **Julie Lane** to The Chamber.



Candy has been with The Chamber since the first of the year as Director of Member Relations. Contact Candy to maximize your Chamber membership and learn more about sponsorship opportunities.



Julie recently joined The Chamber as New Member Recruiter. Julie has ten plus years of sales experience and is looking forward to the opportunity to meet new members.

"It's a hassle-free relationship."

Cindy Duran

Rockwell Collins

Pete Adkins

AEGON Life & Protection

BANKERS TRUST
private banker:
Laurie Wahlert



Cindy and Pete moved here from Indianapolis and are glad they found Bankers Trust. "We've never had service like this," says Pete, "We're incredibly impressed." Cindy adds, "It's like doing business with friends. They're proactive. Whatever you need, they make it happen."

221 Third Avenue SE
319-896-7777

400 Blairs Ferry Road NE
319-221-1230

www.bankerstrust.com

Member FDIC

**Bankers
Trust**
You've earned it.



International Business Symposium

Fostering Global Success

May 25, 2010 8:00 AM - 5:00 PM

**Register now for the upcoming
International Business Symposium, Tuesday May 25, 2010
at The Kirkwood Center for Continuing Education.**

This symposium targets businesses that are actively engaged in international business as well as those beginning to explore the opportunity. This event will be informative for any Iowa business that is interested in staying current on international business practices or learning about increasing their global presence. This event is being offered in partnership with The Cedar Rapids Area Chamber of Commerce, The Iowa City Chamber of Commerce and Iowa City Area Development Group.

Registration: \$85.00 Chamber & Economic Development organization members (including other communities)
\$145.00 Future Members Planning Partners: Cedar Rapids Area Chamber of Commerce, Iowa City Chamber of Commerce, Iowa City Area Development Group.

For more information or to register contact Julie Stow, jstow@cedar Rapids.org or 730-1409. A few sponsorship opportunities remain, for more information contact Candy Nanke at cnanke@cedar Rapids.org.

Special thanks to our sponsors:



Canada



International Business Symposium Registration

Name(s): _____ Email: _____

Company Name: _____ Phone: _____

Please mail this form with a check or credit card information to:

Cedar Rapids Area Chamber of Commerce, 424 First Ave NE, Cedar Rapids, IA 52401

Amount Enclosed: \$ _____

Credit Card: Visa Mastercard AmEx (circle one) Expiration: _____ V-Code _____

Card # _____ / _____ / _____ / _____ Card Holder Name: _____

Signature: _____

Card Address: _____ City: _____ Zip: _____

Events Calendar

April

❖ Thursday, April 1

Breakfast of Champions

Clarion Hotel & Convention Center

7:00 a.m. – 8:15 a.m.

Join us for breakfast and expand your professional network at our new program, Breakfast of Champions.

\$20 members/ \$30 future members

Sponsored by



❖ Tuesday, April 6

Chamber Academy: Marketing Series

Anytime Anywhere Photo Challenge

Chamber Board Room

8:30 a.m. – 10:30 a.m.

Many know how to use a digital camera, but struggle producing good photographs. At this session, you will learn to think and shoot like a "real photographer" and have a plan for that unexpected photo shoot!

\$25 Chamber and EDC members

\$45 future members

Sponsored by



❖ Tuesday, April 13

Chamber Academy:

Strategic Marketing Planning

for Business Growth

Chamber Board Room

11:30 a.m. – 1:00 p.m.

David Aeschliman, a business strategist for the past 35 years, shares the secrets to marshalling all the strengths of a product and firm and channeling them into growing market share.

\$35 Chamber and EDC members

\$50 future members

Sponsored by



❖ Wednesday, April 14

Corridor Legislative Wrap-Up

Howard R. Green Company

Noon - 1:30 p.m.

Receive an update and summary from this past legislative session.

Complimentary

Sponsored by



❖ Thursday, April 15

PM Exchange

Service Master 380

5:00 p.m. – 7:00 p.m.

Member Networking Event

Complimentary

❖ Tuesday, April 27

Chamber Academy: Business Series

Managing the Demands of Your Job

Chamber Board Room

11:30 p.m. – 1:30 p.m.

Join certified professional organizer and national speaker, Becky Esker as she addresses the physical, mental and time demands of a busy schedule and how to better manage them.

\$35 Chamber and EDC members

\$50 future members

Sponsored by



❖ Wednesday, April 28

Chamber Institute

8:00 a.m. – 5:00 p.m.

A one-of-a-kind mentoring program, see page 17 for details!

May

❖ Thursday, May 6

Breakfast of Champions

Clarion Hotel & Convention Center

7:00 a.m. – 8:15 a.m.

Join us for breakfast and expand your professional network at our new program, Breakfast of Champions.

\$20 members/ \$30 future members

Sponsored by



❖ Tuesday, May 11

Chamber Academy: Business Series

Chamber Board Room

11:30 a.m. – 1:00 p.m.

Presented by Monica Vernon, Vernon Research Group

\$35 Chamber and EDC members

\$50 future members

Sponsored by



❖ Sunday, May 16 - 19

America's Small Business Summit

Attend America's Small Business Summit in Washington D.C. and speak out on behalf of America's small business.

See page 15 for details!

❖ Thursday, May 20

PM Exchange

Hills Bank

5:00 p.m. – 7:00 p.m.

Member Networking Event

Complimentary

*For updated information
or to register
for events please visit
www.cedarrapids.org*

❖ Tuesday, May 25

International Business Symposium – Fostering Global Success

Kirkwood Center for Continuing Education

8:00 a.m. – 5:00 p.m.

This symposium targets businesses that are actively engaging in international business as well as those that are just beginning to explore that opportunity. This event will be informative for any Iowa business that is interested in staying current on international business practices or learning about increasing their global presence.

\$85 Chamber and EDC members

\$145 future members

❖ Thursday, May 27

Corridor PM Exchange

Cedar Ridge Winery & Distillery

4:30 p.m. – 6:30 p.m.

Member Networking Event

Complimentary

Events Calendar

June

❖ Thursday, June 3

Breakfast of Champions

Cedar Rapids Marriott

7:00 a.m. – 8:15 a.m.

Join us for breakfast and expand your professional network at our new program, Breakfast of Champions.

\$20 members/ \$30 future members

❖ Thursday, June 3

Unlocking Your Chamber Membership

Chamber Board Room

12:00 p.m. – 1:00 p.m.

Designed to give you the keys to getting started, this is our orientation to all of our events, programs and initiatives. Lunch provided.

Complimentary

❖ Thursday, June 17

PM Exchange

Securian Advisors MidAmerica

5:00 p.m. – 7:00 p.m.

Member Networking Event

Complimentary

Has your business, organization or an employee received special recognition, honor or award?

**Let The Chamber know by e-mailing
Kari Stillman at kstillman@cedar Rapids.org.**

Online and personal.



Doug Kohoutek, President
Colony Heating & Air Conditioning, Cedar Rapids
Ohnward services: payroll, checking, loans



Member FDIC

Does his business banking online. But even so “You need a personal relationship with a local bank.”
Unique needs, individually tailored solutions. “They know my business, which is why I’m with them.”

Where do *you* want to go?

MOVE FORWARD



**OHNWARD
BANK & TRUST**

An Ohnward Bancshares Bank

OhnwardBank.com

Cedar Rapids

Marion

Monticello

Cascade

Onslow

Baldwin

The Gala

UNMASQUING

EXCELLENCE IN BUSINESS

More than 200 people attended The Chamber's premiere event, The Gala – Unmasking Excellence in Business. The event, held March 26th in Theatre Cedar Rapids, celebrated the outstanding contributions of business and business professionals and the impact they have made to the community.

The recipient of the **2010 Howard Hall Excellence in Business Award** was AEGON companies. The Howard Hall Award exemplifies the outstanding, enduring business values of Howard Hall and his passion for a vibrant Cedar Rapids. AEGON companies was chosen for their leadership and embodiment of the community spirit.

Winners were announced in the following categories:

Small Business of the Year: *Winner:* MVP Video Production
Finalists included J.W. Morton & Associates and Schumacher Carpets, Inc.

Entrepreneur of the Year: *Winner:* Al Ruffalo, RuffaloCODY
Finalists: Juli Hardin, Jules Bakery and Matt Miller, MobileDemand

Chamber Volunteer of the Year: *Winner:* Greg Neumeyer
Finalists: Shannon Hanson and John Wasson

The masquerade event also awarded individuals and couples best dressed for the evening. The Chamber would like to congratulate all the finalists and winners from the evening.



Brenda Clancy, AEGON companies with Shannon Meyer, The Chamber



From Left: Jeff Zahrt, Kirk Monson MVP Video Production, John Baird, RuffaloCODY, Shannon Meyer, The Chamber; Greg Neumeyer



Guests enjoyed mingling and dancing on the stage following the award ceremony.

Special thanks to our event sponsors:



Gazette
Family of Companies



Van Meter
Industrial, Inc.
100% Employee Owned



Visit The Chamber on Facebook to view additional photos from the evening.

Mark your calendars
now for next year's event:
April 29, 2011



Chamber Hard at Work



As the legislative session is getting close to wrapping up, many attended the legislative lunch on March 19. Senators Dvorsky, Hogg and Horn spoke were on hand to provide an update.



Frank Rydzewski of The University of Iowa was the keynote speaker for this year's Celebration of Agriculture dinner held on March 9. The event drew more than 600 people. The Chamber has long been a supporter of this event

Throughout the month of March Chamber board members assisted in The Chamber's new brand launch by carrying "the torch" throughout the community.



Breakfast of CHAMPIONS

A program of the Cedar Rapids Area Chamber of Commerce

A new way to start your day...

Join us for breakfast and expand your professional network at our new program, Breakfast of Champions.

Thursday, May 6, 2010

Clarion Hotel and Convention Center

525 33rd Ave SW, Cedar Rapids

\$20 Members, \$30 Future Members

7:00 a.m. – 7:30 a.m. Breakfast Buffet and Networking

7:30 a.m. – 8:15 a.m. Guest Speakers

8:15 a.m. – 8:30 a.m. Chamber Update

Registration is required; please visit our website at www.cedarrapids.org to register for this event. For additional details, please contact Jeff Schamberger at 319-730-1402 or jschamberger@cedarrapids.org.

Sponsored by:





**Need Printing
or Mailing?**

Call Chuck at
Cornerstone Press



378-4451



**Ask about our
Commercial Discounts!**

Full line of **COMMERCIAL** cleaning products for **ANY** business

- Commercial Vacuums
- Air Purifiers
- Floor Machines (carpet & bare floor)
- Floor Sweepers

We cater to all types of businesses, including restaurants, offices, small businesses and more

Temporarily located at Westdale Mall 319-365-7022

One Great Name in Real Estate
Everything I Touch Turns to **SOLD!**




CathyHillRealtor.com

350-8521

Call Me First!

Something for EveryOne




The Y makes it possible



**Helen G. Nassif
Marion
Stoney Point
YMCA Camp Wapsie**

www.crmetroymca.org

NEW MEMBERS

929 Design Inc.

5711 Country Lane
Cedar Rapids, IA 52411
Monica Boeckenstedt, Owner
Phone: 319-929-1829
Fax: 319-832-2465
Web: www.929design.com
Email: 929design@mchsi.com

929 Design Inc. provides innovative design ideas for new construction and remodeled homes. 929's primary focus is cabinetry design and sales for any room offering Bertch or custom built cabinets. They offer closet design and Closetmaid products. Plus material selection assistance to pull an entire project or home together.

Cedar Valley Montessori School

145 Transit Way
Cedar Rapids, IA 52401
Nadine Brock, Marketing Chair
Phone: 319-365-5155
Web: www.cvmontessori.org
Email: nadine.brock@gmail.com

Cedar Valley Montessori School is a private, non-profit school providing a high quality preschool and Kindergarten education to 3-6 year olds in downtown Cedar Rapids for over 30 years. Highly qualified teachers with Montessori training lead 5 classrooms in our newly renovated facility in the Ground Transportation Center. Daycare is also provided for admitted students. The school is accepting applications now for August 2010.

Comnez Inc.

1221 Park Place NE #H
Cedar Rapids, IA 52402
Manish Kumar, President & CEO
Phone: 319-892-0211
Web: www.comnez.com
Email: manish.kumar@comnez.com

Yes we develop websites that work and make your websites work even if someone else has developed them for you. We will get your website on the first page of Google with your choice of keywords in 30days. 100% money back guarantee.

Graham Construction Company

858 1st Avenue NE
Cedar Rapids, IA 52406
Shuan Kukuzke, Project Engineer
Phone: 319-364-0213
Fax: 319-364-0241
Web: www.grahamconstruction.com
Email: skukuzke@grahamconstruction.com

Graham Construction provides Construction Management and General Contracting serves in Iowa and Northern Missouri. We specialize in Healthcare, Long Term Care, Private Education, and Commercial construction. Graham provides a wide range of pre-construction services that enhances the success of each project.

More than 60,000 futures have started at Kirkwood.
Your son or daughter can be one of them.



www.kirkwood.edu



EDUCATION | Starts Here.

ENTREPRENEURS' CORNER

Note: The Entrepreneurial Development Center was launched in 2003, with Chamber support, based on the best practices of national business accelerator models.

What is a brand?

Curt Nelson, CEO, Entrepreneurial Development Center



Mistakenly, many people believe that their company brand is their logo. When they think about brand development, they think about logos, colors, creative, and advertising. In reality, your company "brand" is the mind impression generated by someone when they are confronted with your logo, name, product, or service. And the mind impression generated by any individual is a culmination of all experiences that person has had related to your company, product, or service. This includes what they have heard or read as well as actual personal experiences.

Your brand is impacted by all you do and say as well as all that others say about you. From media to word of mouth, there is an independent brand generation engine running 24/7, working in your favor or not. Your ability to build a strong brand, and to make it the brand you want is directly related to everything you do to, or for, every employee, customer, or any other person that becomes informed about you.

If you want to build a strong brand for your company, and you want it to be the brand that helps you achieve your Vision, Mission, and Goals, then you need to build that brand into everything you do, say, and cause to be said about you. From your logo to your advertising, products and services, treatment of customers and employees, commitment to your community and country, and overall business vitality, you must be diligent and consistent. If you don't build your brand proactively, it will be built for you – good or bad.

For more information, contact the Entrepreneurial Development Center at 319-369-4955 or visit us at www.edcinc.org.



Discover a New Way.



Beyond The Expected

www.truenorthcompanies.com

Employee Benefits Risk Management Financial Strategies Individual Solutions

Join Our Delegation



The Chamber is once again forming a delegation to attend the 2010 America's Small Business Summit in Washington, D.C. May 17-19. Join The Chamber and bring the voice of business to Congress.

The Summit unites more than 600 small business owners, managers and entrepreneurs around common concerns and to create a stronger voice on Capitol Hill. Summit programming includes political insight from Washington leaders and Capitol Hill correspondents on card check, taxes and other issues, as well as breakout sessions that allow you to dive deeper into subjects that personally affect your business. Last year's speakers included Thomas J. Donohue, U.S. Chamber president; U.S. Senator Mary Landrieu (D-LA); Karen Mills, SBA Administrator; Vinton G. Cerf, Google Vice President and Gwendolyn Bounds, The Wall Street Journal editor.

As a member of the Cedar Rapids delegation, you can voice your opinions directly to Congress by meeting with our Congressional representative during the Rally on Capitol Hill. Make your mark in Washington and help rebuild our economy by joining the Cedar Rapids delegation today! The more people we bring, the greater impact we can have on issues that really matter to us.

The cost to attend is \$1,500 per person and includes airfare, hotel, summit registration and transportation to and from the summit. **The deadline to register is April 15, 2010.** Please contact Sara Mentzer at (319) 730-1404 or smentzer@cedarrapids.org if you are interested in joining us in Washington on May 11. For more information, visit www.USChamberSummit.com.

Agenda Snap Shot:

May 18

12:30—2:00 p.m.

DREAM BIG Small Business of the Year Awards Luncheon

Bob Love, Former Chicago Bulls three-time NBA All Star

2:15-3:15 p.m.

General Session: Temperature Check:

Free Enterprise in the Current Political Climate

Former Congressman Joe Scarborough, Host, MSNBC's Morning Joe

3:30—4:15 p.m.

Economic Outlook: Dr. Martin Regalia, Senior Vice President and Chief Economist, U.S. Chamber of Commerce

4:15 – 5:15 p.m.

General Session: Insight Exchange

Hear from *The Wall Street Journal* Editor and a panel of nationally recognized entrepreneurs who will discuss issues they faced on their way to building their successful businesses and how they are continuing that success today.

Moderator:

Colleen DeBaise, *Small Business Editor, The Wall Street Journal*

Panelists:

Maxine Clark, *Founder, Chief Executive Bear and Chairman, Build-A-Bear Workshop®*

Barbara Corcoran, *Founder, The Corcoran Group*

Jon Najarian, *Co-Founder, optionMONSTER & tradeMONSTER, CNBC Contributor*

Michael V. Roberts, *Chairman and CEO, Roberts Companies*

Colin Roche, *CEO, Pacific Writing Instruments*

MEMBERS IN MOTION



Salvation Army
February 23, 2010



Theatre Cedar Rapids Reopening
February 26, 2010



Mercy Medical Center - Katz Lung Center
February 24, 2010



Chamber Ambassadors represented The Chamber by participating in the 2010 SaPaDaPaSo Parade, March 17, 2010



Carl Yost (right) congratulates Jim Hackney for being named Ambassador of the Quarter.

Ambassador of the Quarter

The Cedar Rapids Area Chamber of Commerce is proud to recognize Jim Hackney with the 2010 first quarter Ambassador Award. Jim's long-term commitment to the Ambassador Program and dedication at Chamber events is greatly appreciated.

The Chamber Institute



Created as a talent development program, the Institute strengthens future business leaders through an innovative fusion of action, interaction and mentoring. Each session offers individuals the opportunity to benefit from experienced mentors focusing on practical applications and skills necessary to become an effective business leader. For this annual program, organizations can take advantage of a multi-registration fee of \$1200, or for a single registration the participation fee is \$1500.

Sessions are held throughout the year and include six segments totaling 24 key business topics that center around the pillars of business – customer, employees, owner-mindset and you, the individual. Each of the 24 topics will be led by an executive, who is focused on bringing action-oriented learning, and arms participants with the skills to take away three to five relevant business tools which can be immediately applied in the workplace.

For additional details on the program please visit www.thechamberinstitute.org or contact Julie Stow at jstow@cedarrapids.org or by phone at 310.730.1409.

**The Chamber Institute begins
Wednesday, April 28th.
Register now by visiting
www.cedarrapids.org**



CHAMBER ACADEMY

*All upcoming Academy series will be held at
The Chamber. Register with Julie Stow at
jstow@cedarrapids.org or 319-730-1409
for more information.*

*Registration available on-line at
www.cedarrapids.org*

❖ Marketing Series:

Anytime/Anywhere Photo Challenge

Presented by Wayne Johnson,
Main Street Studio

Tuesday, April 6th 8:30 a.m. – 10:30 a.m.

Every business has someone in charge of communications, for newsletters, in house training, newspaper stories, ads, websites, event coverage etc. All these areas need good photography. At this session, you will learn to think and shoot like a 'real photographer', to 'see the light' and have a plan for that unexpected photo shoot... anytime, anywhere.

Please bring a digital camera and wear comfortable shoes for this hands-on academy session.

*\$25 Chamber members \$45 future members.
Includes breakfast*

Sponsored by:



HENRYRUSSELLBRUCE

❖ Marketing Series:

Strategic Marketing Planning for Business Growth

Presented by David Aeschliman, SVP,
GROWTH Division

April 13, 2010 11:30 a.m. - 1:00 p.m.

David Aeschliman, a business strategist for the past 35 years, shares the secrets to marshalling all the strengths of a product and firm and channeling them into growing market share. David has developed more than 400 strategic plans for 175 clients in dozens of industries, and has produced a historical 40:1 financial gross dollar growth for each sales or marketing dollar spent.

\$35 Chamber Members \$50 Future Members. Includes lunch.

Sponsored by:



HENRYRUSSELLBRUCE

❖ Business Series:

Managing the Demands of Your Job

Presented by Becky Esker,
President, Get Organized! LLC

Tuesday, April 27th 11:30 a.m. – 1:30 p.m.

Join certified professional organizer and national speaker, Becky Esker for this workshop as she addresses the physical, mental and time demands of a busy schedule and how to better manage them.

\$35 Chamber and EDC Members, \$50 Future Members. Includes lunch.

Sponsored by:



March PM Exchange Recap

Approximately 250 people attended the March PM Exchange hosted by Dostal Catering. Frank & Barb Stephen of Dostal Catering handed over the "ladle" to Jeff Mumm and his wife Cindy after 20+ years in the catering business.



PM EXCHANGE

THE CHAMBER

PM EXCHANGE

Thursday, April 15th

5:00 - 7:00 PM

FIESTA



Hosted by:

ServiceMaster 380
5607 4th Street Court SW
Cedar Rapids
319-247-0507



ServiceMASTER
Clean

380

Please join us for great food, hot and cold beverages and some serious networking!

IT'S GOING TO BE A FIESTA!

From 6th Street SW turn East on 58th Ave, left on 4th Street Court

CEO Roundtable

Program Begins May 6



SHARE the challenges and successes of your business.

You will be matched with 10-12 noncompeting business executives from various industries who share a common goal – ensuring the successes of their businesses.

Each group will determine location, time, frequency and topics.

Participants will enjoy candid, confidential discussions and receive advice, honest feedback and support from fellow CEOs who understand the unique challenges of top-level management.

LEARN new solutions to challenges from fellow CEOs.

Hear new ideas from some of the region's most successful entrepreneurs and leverage that knowledge toward your own business success.

Discover new perspectives on problems and opportunities not realized alone. You will be able to discuss business ideas, validate your strategies, build your business vision and avoid costly mistakes.

With wide-ranging skills and experiences members will become an invaluable advisory board for you and your business.

LEAD your employees, product and business to excellence.

Participants are top executives, owners or CEOs responsible for the direction of the company.

If you're looking for better ways to plan, finance and manage your enterprise, the CEO Roundtables are for you.

Seminars will provide experts in fields such as banking, law and small business who will bring the kind of practical knowledge that will have an immediate effect on your entrepreneurial efforts and leadership.

"There are always challenges running a business. Sharing those challenges amongst peers and having a sounding board, resources and advice is extremely helpful. The Chamber's CEO Roundtable gives you the sense that you aren't in it alone."

— John Osako, Informatics

CEO Roundtable Confidential Application

Please complete, enclose \$150 annual fee and mail to
Cedar Rapids Area Chamber of Commerce
424 First Ave. NE Cedar Rapids, IA 52401-1196
or Fax: 319.398.5228 by Friday, April 23.

Name _____
Title _____
Company Name _____
Company Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
E-mail _____
Website _____
Primary goal for participating _____

Method of Payment

Check _____ (made payable to the Chamber of Commerce)
Credit Card _____ (circle type) Visa MasterCard Amex
Card # _____

Expiration _____ V-code _____
Cardholder Name _____
Signature _____

Year company was established _____
Years with company _____ Years in position _____

Business Structure (circle one)
Partnership Sole Proprietorship
Corporation Family-Owned

of Employees (circle one)
>5 5-14 15-24 25-50 50-99 100-250 250+

Type of Business (circle one)
Manufacturing Transportation Retail
Telecommunications Technology Service
Finance/Insurance Construction Staffing
Other _____
Description of product/service _____

Markets served (circle one)
Local Regional National International All



424 First Avenue NE
Cedar Rapids, IA 52401-1196

PERIODICALS
POSTAGE PAID AT
CEDAR RAPIDS, IA

www.cedarrapids.org

Printed on recycled paper by
Cornerstone Press



Corridor **Co**Works

Be Professional. Be Productive. Be Social.

*At Corridor
CoWorks, we are
proud that our
partnership with
the Chamber
enhances the
growth of small
businesses and
the progress of
Cedar Rapids.*