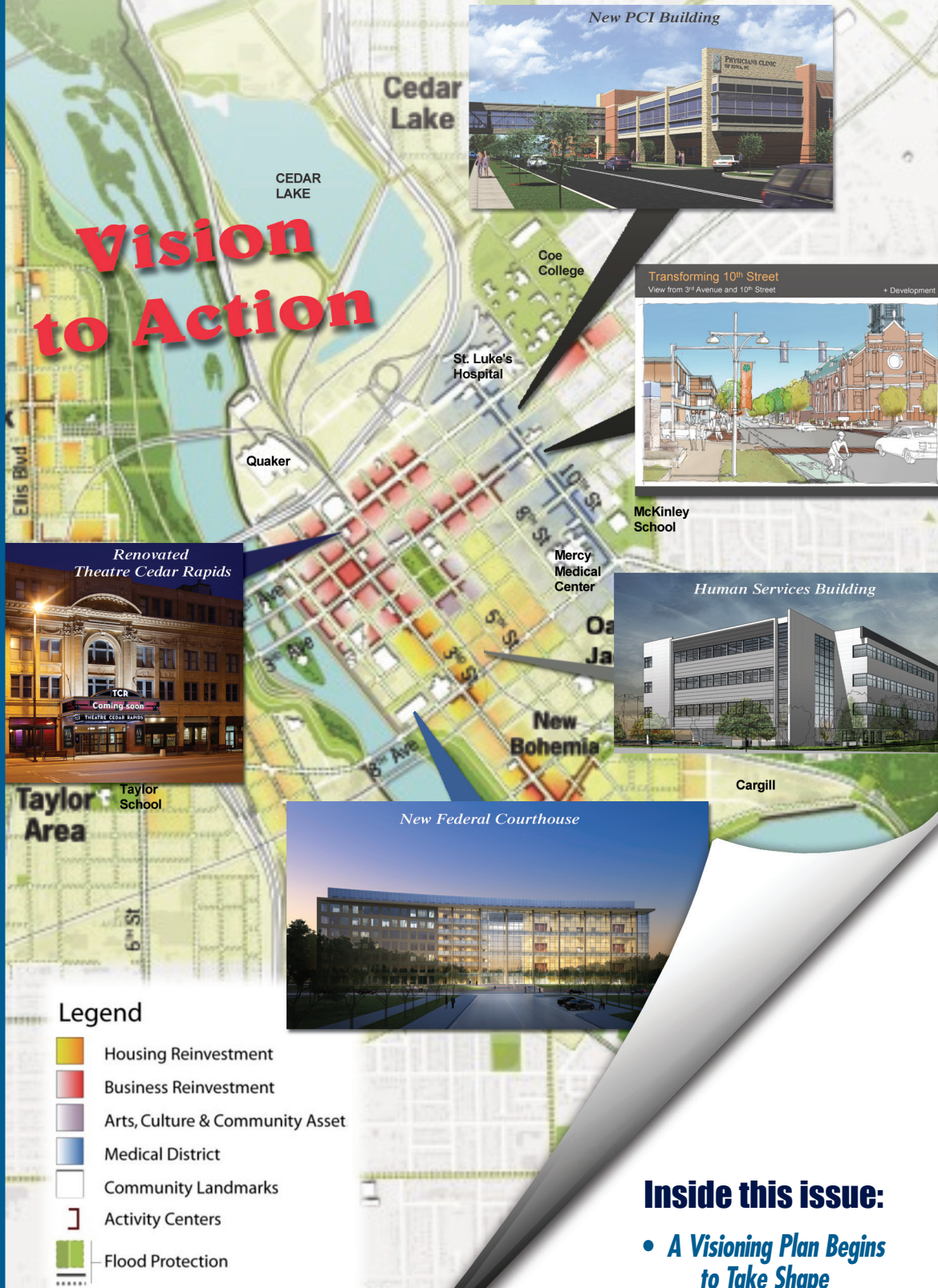


THE CHAMBER

CHAMPION FOR A GREATER CEDAR RAPIDS

Vision to Action



Inside this issue:

- A Visioning Plan Begins to Take Shape*

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June 2010

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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

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From the Chairman's Desk:

Another Long-Awaited Project Moves Forward



As I write this article, the Highway 100 extension is in the Iowa Department of Transportation's proposed new five-year plan. Hooray! The final vote on the plan will be on June 8, but I fully anticipate that final vote will continue to support this key project for our metro area. The Highway 100 extension has been part of our area's plan for almost 40 years. The project has been a key initiative for many in our community, including the Chamber, for a number of years. Including the project in the IDOT's five-year plan will allow us to lobby for federal dollars to complete the much anticipated extension.

The Highway 100 extension will significantly reduce congestion and other problems within our existing transportation network. It will provide an efficient intersection between the City's west and northeast areas, the City of Marion and Interstate 380. It will provide the transportation improvements needed to accommodate planned growth and be an alternate route for thru traffic, truck traffic and emergency traffic. As we learned from the flood of 2008 when nine of ten metro area river crossings were closed due to high water, we need a secure second route across the river the extension will provide. Also, this project offers the Cedar Rapids Independent School District the opportunity to continue to grow and thrive.

The extension being added to the IDOT's five-year plan is the result of the collaborative efforts of many groups and individuals, and reinforces the benefits of working collaboratively. This success, along with several other recent positive announcements, shows that the renewed efforts of many to work together for the good of our entire community are making a significant difference. Thank you to all of those individuals and groups, and congratulations to the entire metro area.

Sincerely,

Brad Hart
Chairman, Board of Directors

FEATURED MEMBER OF THE MONTH



“Your Trusted Comfort Specialists”

Colony Heating & Air Conditioning has been the Cedar Rapids area comfort specialist since 1972, when we were just a small two man shop. We've expanded our facilities, and grown with the community, to over 60 employees. Our employees are among the best in town; friendly, hard working, and dedicated to giving you the best service possible.

INC 500 15000, the small business guru, named Colony Heating & Air Conditioning among the top 5000 fastest growing small businesses in the country for 2009. Not only are we the fastest growing, we are the all around experts. We take care of it all, from annual inspections to large commercial installations.

Colony Heating & Air Conditioning has so many services to offer you; it's hard to describe them all in this short tutorial!

Let us start with our outstanding service department. We have the best team in town to help out with any emergency. Each employee has been specially trained and continues training in customer service and technical skills to keep up with this constantly changing business.

Not only is Colony Heating the areas most trusted comfort specialists in heating and cooling, we have what you need to add efficiency and value to your home. Installing a new gas, wood or electric fireplace, stove or insert to your home can help those pesky heating bills in the winter and add ambiance in the cooling seasons. Stop by our showroom today to view over 40, fully operational fireplaces, stoves and inserts.

Thinking of a complete remodel? Why not consider geothermal. Geothermal can save you hundreds in heating costs during Iowa's long tough winters. Our team of geothermal experts has been specially trained to make sure the job runs smoothly.

We would like to thank everyone in the community that has made Colony Heating what we are today. We would most certainly not be here today if it wasn't for your long standing trust.

We look forward to working with you on your next remodel, new construction or commercial project! Please give us a call today or check us out on our website at www.colonyheating.com. We look forward to hearing from you!

Contact us, or stop by our showroom today!

2224 16th Ave SW, Cedar Rapids, IA 52404

319-364-HEAT (4328)

Showroom Hours: Monday-Friday 7:30-5:00 & Saturday 9:00-1:00



Spring Celebration Event

More than 150 Leadership for Five Seasons alumni came together to celebrate the graduating classes of 2010 and honor this year's Community Trustee recipient, Pat Deignan. 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.

Special thanks to our sponsors for the event: Gazette, Family of Companies; Genencor, A Danisco Division; OPN Architects; Wells Fargo; ImOn Communications; FPL Energy, and RSM McGladrey.

2010 Leadership for Five Seasons Graduates:

Danielle Allen

Options of Linn County

Michael Coleman

Gazette Communications

Craig DeWulf

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Kevin Dibel

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Natalie Ditmars

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Kirsten Eddins

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Lil' Drug Store Products

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Joel McDermott

Mercy Medical Center

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Deborah Mrkvicka

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Andrew Niemann

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Kathleen Pegg

Priority One

Quinn Pettifer

Cedar Rapids
Downtown District

Kevin Schrader

KCRG-TV 9

Kori Shane

Quaker Oats

Kelly Slaughter

Cedar Rapids Chamber of Commerce/
Imon Communications

Eric Weiler

Kirkwood Community College Foundation

Richard White

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Susan Willey

Simmons Perrine
Moyer Bergman



Pat Deignan makes a few remarks after receiving this year's Community Trustee Award. Pat is a graduate from the 2000 Leadership class and is an Executive Vice President at Bankers Trust Company.



The above photo, taken at the Spring Celebration event on May 7, represents the 2010 graduating class for the Leadership for Five Seasons adult program.

WIN \$10,000

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1st Place: \$10,000
2nd Place: \$1,000
3rd Place: \$100

* Estimated prizes based on all tickets sold.
 Need not be present to win.

500 numbered golf balls will be dropped from a helicopter onto the 18th fairway following The Chamber Golf Outing between 5:30-6:30 p.m. at Elmcrest Country Club. The first ball in or closest to the cup will win \$10,000.

TICKET PRICE \$50
Contact The Chamber to purchase tickets

THE CHAMBER
CHAMPION FOR A GREATER CEDAR RAPIDS

ELMCREST COUNTRY CLUB

08.02.10

SHOTGUN START AT NOON

Registration now available on-line for the 12th annual Cedar Rapids Area Chamber of Commerce golf outing.

The 4-person best shot event sells out each year. Contact Jeff Schamberger at 319.730.1402 or jschamberger@cedarrapids.org for more information.

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GOLF

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Sharing Lessons Learned – Nashville looks to Cedar Rapids for Information

As we approach the second anniversary of the 2008 floods, the Cedar Rapids Area Chamber of Commerce has shared lessons learned with other communities unfortunately facing a similar disaster. The Chamber has been in conversation with both the Nashville and Clarksville Chambers of Commerce in recent weeks. As these communities also faced record-breaking floods in their communities, they were quick to turn to the Cedar Rapids area to ask for guidance.

The Chamber shared lessons learned from the moments immediately following the flood and initiatives still being developed today. Key topics covered in conversations included: collaboration of efforts through joint communication among key community stakeholders; necessity for strong data collection of damages and estimated costs; advocacy; and the critical need for business case managers.

“The Business Long Term Recovery Initiative launched by The Chamber in December 2009, is imperative to assure our flood impacted businesses survive, stabilize and grow long-term,” stated Shannon Meyer, President and CEO of the Cedar Rapids Area Chamber of Commerce.

In the first 120 days, over 500 on-site business assessments were done by the Case Management Team. Strong advocacy actions are being taken to make these businesses aware and apply for government funding programs. Funding program gaps are being identified and proposed. Benchmark data is being tracked to monitor progress. Businesses with operational needs are beginning to be helped directly by the Case Managers, but they can't do it by themselves and so, a resource network alliance is being implemented.

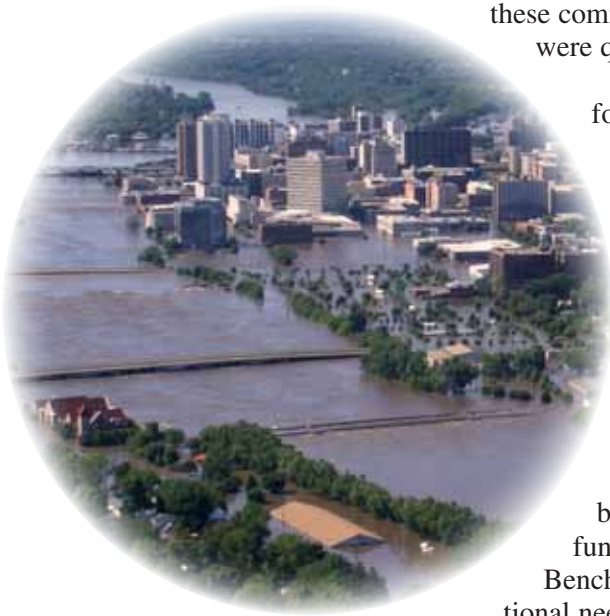
Other key issues relate to business plan, marketing and disaster related debt. Case

management and the mentor resources can help flood-affected businesses objectively evaluate opportunity in a changed market and help them shape plans to build with a view forward.

Many of the business programs created for flood recovery in Cedar Rapids has been built from the ground up. The Business Long Term Recovery Case Management Team is creating collaborations and programs that will become a part of building a national model that can be used throughout the US for future disaster recovery.

The Nashville Chamber has been quick to respond by implementing many of the programs shared from Cedar Rapids. The Nashville Chamber is coordinating the formation of a Business Response Team to facilitate and solicit financial and volunteer assistance throughout the Nashville business community. Open for Business Signs, coordination of temporary office space and business recovery tips are other initiatives being implemented by Nashville.

The underlying message to these communities has been to understand that the recovery and rebuilding process does not happen overnight. National disaster statistics show that 55% of businesses close within the first three years. The Chamber is taking every measure possible to buck this trend and as a result will have created a successful business recovery tool-kit that could be implemented by chambers throughout the United States.





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Events Calendar

June

❖ Wednesday, June 16

Business Council Meeting
Hiawatha City Hall

7:30 a.m. – 8:30 a.m.

Details on page 9

Food provided and sponsored by Chick-Fil-A, Westdale Mall Location

Complimentary

❖ Thursday, June 17

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

Sponsored by



❖ Thursday, June 17

PM Exchange
Securian Advisors MidAmerica
5:00 p.m. – 7:00 p.m.

Member Networking Event

Complimentary

❖ Tuesday, June 22

Business Council Meeting
Perkins NE

7:30 a.m. – 8:30 a.m.

Details on page 9

Complimentary

❖ Tuesday, June 22

Chamber Academy: Health Care Reform's Impact on Employers
The Chamber Board Room

11:30 a.m. – 1:00 p.m.

Presented by Susan J. Freed from the Davis Brown Law Firm.

\$35 members, \$50 future members.

Sponsored by:



❖ Wednesday, June 23

Business Council Meeting
Van Meter Industrial, Inc.

12:00 p.m. – 1:00 p.m.

Details on page 9

Food provided and sponsored by Sodexo Campus Services – Coe College

Complimentary

❖ Tuesday, June 29

Business Council Meeting
Chamber Board Room

12:00 p.m. – 1:00 p.m.

Details on page 9

Food provided and sponsored by Biaggi's Ristorante Italiano

Complimentary

July

❖ Thursday, July 1

Breakfast of Champions
Cedar Rapids Marriott

7:00 a.m. – 8:15 a.m.

\$20 Members, \$30 Future members

Sponsored by: Infinity

❖ Tuesday, July 13

Chamber Academy: Business Series
Chamber Board Room

11:30 a.m. – 1:00 p.m.

Presented by John Tischer, Predictive Index and Monica Vernon, Vernon Research Group

*\$35 Chamber and EDC members
\$50 future members*

Sponsored by



❖ Thursday, July 15

PM Exchange
Summer Fiesta Block Party
Uptown Marion

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/events.asp

August

❖ Monday, August 2

2010 Golf Outing
Elmcrest Country Club

Noon Shotgun Start

Member Networking Event

❖ Thursday, August 19

PM Exchange
Crowne Plaza Five Seasons Hotel
350 1st Ave NE, Cedar Rapids

5:00 p.m. – 7:00 p.m.

Member Networking Event

Complimentary

Upcoming Signature Events

❖ Tuesday, September 14

Chamber Annual Meeting
Special Event

❖ Thursday, September 23

Business Expo – Hitting Business Out of the Park
Cedar Rapids Veterans Memorial Stadium
Special Event

❖ October 1-2

2010 Fireball Run Adventurally Road Race
Downtown Cedar Rapids

The Fireball Run Adventurally is coming to Cedar Rapids as a destination event in 2010.

Special Event

Sponsorship Opportunities Available

❖ November 4-12

Business Leaders Trip to Brazil
Brazil was the top country in upward evolution and competitiveness in 2009 among the BRIC economies. Join The Chamber to experience Brazil and learn of business opportunities in this fast-growing market. Contact Jeanne Brandes, jbrandes@cedarrapids.org, for more information. Registration Now Available!

Sponsorship Opportunities
Available Contact Candy Nanke
for details 319-730-1417 or
cnanke@cedarrapids.org

Business Council Meetings

In an effort to reach out to members, The Chamber will be holding Business Council Meetings throughout the community in June. The Chamber will provide a status report on initiatives, projects and events as well as give members the opportunity to ask questions and share any concerns or issues they may have.

The Business Council Meeting will be held on the following dates and locations:

Hiawatha

7:30 a.m. – 8:30 a.m., June 16th

Host location:

Hiawatha City Hall, 101 Emmons St, Hiawatha

Maximum attendance available: 100 attendees

Food provided and sponsored by: Chick-Fil-A at Westdale Mall

NE Cedar Rapids

7:30 a.m. – 8:30 a.m., June 22nd

Host location:

Perkins, 315 Collins Rd NE, Cedar Rapids

Maximum attendance available: 40 attendees

SW Cedar Rapids

12:00 p.m. – 1:00 p.m., June 23rd

Host location:

Van Meter Industrial, Inc., 805 32nd Avenue SW, Cedar Rapids

Maximum attendance available: 25 attendees

Food provided and sponsored by: Sodexo Campus Services – Coe College

Downtown Cedar Rapids

12:00 p.m. – 1:00 p.m., June 29th

Host Location:

The Chamber Board Room, 424 First Ave NE, Cedar Rapids

Maximum attendance available: 50 attendees

Food provided and sponsored by: Biaggis Ristorante Italiano

To register for a Business Council Meeting, please contact
Jeff Schamberger, Director of Membership at
jschamberger@cedarrapids.org or 319.730.1402
or register on-line at www.cedarrapids.org.

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A Vision Ta

In the May Chamber Report, Chamber board chairman, Brad Hart wrote an article in regards to the change that has become relevant among leadership positions throughout our community. Hart asked us to embrace the change knowing that 'we are on the cusp of some significant projects and developments that will change this community for the better'.

Although we are nearly two years out from the devastating floods of 2008, our community is now showing numerous visual signs of the change coming to our community in the coming years. In recent months the community has announced a number of projects that will be taking place within downtown Cedar Rapids in addition to the current Federal Courthouse and Human Service building projects. The Economic Development Administration has announced its largest single discretionary grant of \$35 million to the new event center as well as a \$3 million grant towards The Chamber's new regional commerce center.

This, in conjunction to the 700 flood damaged homes being demolished in 2010, prove that our landscape will be forever changed. In fact, it is becoming very apparent that the community's recovery and rebuild efforts will result in a vastly different and greater Cedar Rapids than prior to the floods.

As millions of federal, state and local dollars are being invested into projects, downtown Cedar Rapids is much closer to realizing its potential to becoming a destination location. This goal and step towards redefining the downtown area reaches back much farther than the flood recovery efforts. In fact, it was a collaboration of numerous groups including The Chamber that commissioned a downtown development plan to incorporate elements of past plans into one single common downtown vision. This vision is often referred to as the JLG Study that was released in May 2007.

Within the Vision Cedar Rapids, JLG Study distinct districts were defined by the functions and uses within them. Distinct districts were defined such as the commercial/office core, warehouse, medical park, arts & culture and municipal. These districts were to be seen as unique to Cedar Rapids and were to be celebrated as such.

As a result of the aftermath of the flood, the community took another a step to revisit the visioning plan for

Cedar Rapids. The Neighborhood Planning Process Framework Plan released in May, 2009 describes the efforts of the City of Cedar Rapids, its residents and its business people creating a vision for neighborhood reinvestment following the flood and a plan to make the vision possible.

In both the JLG Study and Neighborhood Planning Process Framework Plan the necessity of districts was vital for community growth. Districts are important to a community because

they create momentum which creates further development. Much like Priority One's success by focusing on industry clustering for new business recruitment, districts become much greater than the sum of their parts.

Beyond the strong impact taking hold on the core downtown, another district getting traction is the Medical District. As stated in the latest visioning plan, 'the cohesive vision for the Medical District should focus on the synergies between the existing uses and by encouraging new development to be pedestrian friendly'.

An enhanced and supported medical district will attract and retain high-paying medical jobs, promote reinvestment in downtown and adjacent neighborhoods, attract customers from a 90-minute driving radius and beyond, build new community partnerships and attract other medical service providers, restaurants, hotels and businesses to serve employees and visitors to the area.

The medical services and institutions in Cedar Rapids have been recognized nationally by the Institute for Healthcare Improvement (IHI). In May, IHI invited Tim Charles of Mercy Medical Center, Ted Townsend of St. Luke's, Dr. Jim Levett from Physician's Clinic of Iowa, Pat Baird and Marcia Rogers to represent Cedar Rapids in Washington DC. The group will participate in our nation's efforts to redesign health care, by participating in a session called, "How Will We Do That? Building Low Cost, High Quality Health Care Regions in America." Cedar Rapids has been chosen as a successful model for achieving high-quality care at significantly reduced costs.

A changing landscape:

Federal Courthouse

Human Services Building

Downtown Library

Central Fire Station

Event Center

*Arts & Cultural
Entertainment District with
3rd Street Streetscaping*

Regional Commerce Center

Transportation Center

Sinclair demolition

**This is sample of the projects
that will ~~forever~~ change our
community's landscape.**



aking Shape



As our medical institutions have made great strides to provide high quality health care to our community, the opportunity has been presented to enhance our acclaimed health-care by fully support-

ing the Medical District outlined by the visioning plans. Research has proven that a critical factor in creating successful districts involve strong private/public partnerships. In October 2009, the City of Cedar Rapids, Physicians' Clinic of Iowa (PCI), Mercy Medical Center and St. Luke's Hospital, announced the first step in the creation of the Medical District.

As PCI looks to consolidate five offices into a 220,000 sq ft medical mall facility, they have embraced the option of building within the district creating a third anchor in the middle of our two highly acclaimed hospitals that current-

ly bookend the district. The medical mall concept is providing a cutting edge model for better delivery of health care. The commitment from the city to improve infrastructure and services along with the collaboration between Mercy Medical Center, St. Luke's Hospital and PCI will produce lasting economic results.

Cedar Rapids has the potential to raise its status by becoming the national model for healthcare services. This medical mall will initiate the development of the district into its potential of being a nationally competitive and recognized Medical District.

Although, much like our flood recovery efforts, there are some unknowns as we evolve into a greater Cedar Rapids. One thing is for certain, we have a long road ahead that will take strong leadership with an ability to take risks to achieve amazing results. The medical mall concept is no exception it is a bold project that requires community support and willingness to accept change. The Chamber encourages you to use foresight, leadership and support in order to create a stronger community and one more vibrant than ever imagined.

THE CHAMBER

BREAKFAST OF CHAMPIONS

A great way to start your day... join us for breakfast and expand your professional network at Breakfast of Champions. This monthly networking event provides the opportunity to listen to engaging guest speakers sharing information that are pertinent to you from a business or community perspective.

Thursday, July 1, 2010

**Cedar Rapids Marriott
1200 Collins Rd NE, Cedar Rapids**

\$20 Members, \$30 Future Members

7:00 a.m. – 7:30 a.m. Breakfast Buffet and Networking
7:30 a.m. – 8:05 a.m. Guest Speaker
8:05 a.m. – 8:15 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:



The Leadership for Five Seasons provided an Executive Class in 2010 and the program congratulates the following graduates:



David Benson
Cedar Rapids Community Schools



Kevin Tomer
Erb's Technology Solutions



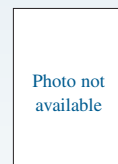
Chris Costanzo
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Cathy Hill, Owner
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Email: cathy@cathyhillrealtor.com*

Cathy Hill is an expert in the Cedar Rapids area real estate market and enjoys helping people realize their buying and selling dreams. Why settle for a traditional agent when you can have a Premier Realtor working for you? Whether buying or selling a home, Cathy is committed to delivering results above and beyond the competition.

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Cedar Rapids, IA 52404
Randy Novak, President
Phone: 319-364-4626
Web: www.novakheating.com
Email: randy@novakheating.com*

We sell and service heating and air conditioning equipment, provide HVAC for new homes and businesses. Also perform power air duct cleaning. We sell humidifiers, air purifiers, setback thermostats, zoning systems, geothermal units. Family owned since 1934.

Pro Tow LLC

*1501 76th Ave SW
Cedar Rapids, IA 52404
Joel Phillip, General Manager
Phone: 319-363-6290
Web: www.protowllc.net
Email: joel@protowllc.net*

For three decades Pro Tow has been Eastern Iowa's most trusted name in the towing business. As a qualified representative of all major motor clubs and the cities towing contractor our certified technicians will promptly arrive on scene and provide safe and without hassle great professional service. So, if you are broke down and need to get going, don't hesitate to call the best in Iowa "The right Pro for your Tow is Pro Tow".

ENTREPRENEURS' CORNER

Every year, the Entrepreneurial Development Center supports recognition of our area's high-growth companies via the Corridor Business Journal's annual Fastest Growing Companies Awards. On May 19th, this year's Fastest Companies and past award winners were invited to a cocktail reception at Cedar Ridge Vineyards' new events facility just south of Cedar Rapids (see photo). Cedar Ridge is an EDC client.



Fastest Companies Cocktail Reception – Above, EDC President & CEO Curt Nelson commends current and past Fastest Growing Companies for their growth and job creation in the Corridor.

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

The EDC's next Networking Event will be held on Tuesday, July 13th from 4:30 to 6:30 pm at Cedar Ridge Vineyards (1441 Marak Road, Swisher, Iowa). Come out and enjoy the beautiful view of rolling hills filled with lush grape vines, tours of the winery and Iowa's first distillery since prohibition, while connecting with other businesses, leaders and investors. RSVP today by calling 319-369-4955 or visiting www.edcinc.org (click on Events).

What: EDC July Networking Event

Where: Cedar Ridge Vineyards –
1441 Marak Rd., Swisher, Iowa

When: Tuesday, July 13 4:30 – 6:30 pm

RSVP: call 369-4955 or visit the Events section at www.edcinc.org



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CHAMPIONS AT WORK



The Chamber hosted five European government officials on May 4th, in partnership with the Council for International Visitors to Iowa Cities (CIVIC), and sponsored by the U.S. Department of State's Bureau of Educational and Cultural Affairs (BECA) as part of their International Visitor Leadership Program (IVLP). The delegation from Albania, Austria, Bulgaria, Denmark, Germany and Italy spoke with various business and community leaders on topics that ranged from renewable energy, government structure and flood recovery.

US Small Business Summit

The Chamber hosted a delegation of Cedar Rapids area business members to the America's Small Business Summit organized by the US Chamber of Commerce held in Washington D.C. May 17-19. During the summit, the delegation heard presentations from Tom Donahue, President and CEO, U.S. Chamber of Commerce, Dr. Martin Regalia, Senior VP and Chief Economist, U.S. Chamber of Commerce and Former Congressman, Joe Scarborough, Host of MSNBC's *Morning Joe*. Other highlights from the trip included meetings with Senators Harkin and Grassley and Congressman Loeb sack.



St. Luke's Work Well Solutions



Charles Cizio
Occupational Therapist
St. Luke's Therapy Plus

What is the most challenging workplace issue?

Awkward posture wins hands down. It places excessive stress on the body and over time, leads to inflammation and microscopic tearing of soft tissue. These are the precursors of workplace injuries such as tendonitis and nerve damage. Injuries associated with awkward posture are magnified when coupled with either high force exertion or repetition.

Workplace evaluations – for a new employee or at the first signs of trouble – can prevent and limit workplace injury. To learn more about workplace evaluations available through St. Luke's Therapy Plus, contact us at **319/369-8107**.



Work Well Solutions

MEMBERS IN MOTION



Boy Scouts
April 26



Kernels Opening Day
April 8



Mercy Medical Center - Trilogy Center
April 15



Zimmerman
April 15



National Czech & Slovak Museum
April 17



Sister's Health care
May 1



Ginsberg Jewelers
May 7



Bass Farms
May 11



Green Endeavors
May 11



Linn County/ Options of Linn County Ground Breaking
May 12



CEO

ROUNDTABLE

The CEO Roundtable session kicked off on May 6th at The Chamber. Pat Baird, Chairman of AEGON USA spoke to the group and shared his guiding principles for how he approaches business, decision making, interacting with people and every aspect of community involvement.

"I am convinced that along the way, these are the principles that gave me the opportunities that I got. I could sleep at night with these principles. I could look my family and friends in the eye with them, and I can stand in front of you today and have this type of discussion." Pat Baird shared, "As I retire from AEGON and this industry over the course of this year, these are the principles I will take with me into whatever is next."

Pat Baird's Guiding Principles:


- Ronald Reagan said 'there is no limit to what you can accomplish if you don't care who gets the credit'. If something good happens, give others the credit. If something bad happens, it's your fault.
- I've never asked anyone that worked for me to do something I wouldn't do myself.
- Always tell the truth – that way you can remember it later if you have to. Trust is everything in business. I couldn't imagine ever having someone working for me that questioned whether my focus was on doing the right thing.
- Never let the title go to your head. I was speaking at an 'uppity sort of gig' in DC a few years back and asked my wife if ever in her wildest dreams did she think I would be speaking at an affair like that. She said 'First of all, you were never in my wildest dreams...would you like me to go on?' I said no...
- Take a little risk and make some decisions. If you make a mistake - raise your hand and say you made a mistake. If you don't make a mistake once in awhile, it probably means you're not doing anything. Business is about taking risks. You will make mistakes – it's how you handle mistakes and learn from them that matters.
- Learn as much as you can about the total business – not just your area. If you get the chance to move around the company it is probably a good idea once in awhile.
- Get involved in areas you're not comfortable with – there is not magic in this business, only the unknown. You deal with the unknown by taking on projects where you don't know where you're going.
- Finally, you need to have passion about your business and you need to like who you work with. None of us are good enough to fake it.

At the end of his discussion with the CEO Roundtable participants, Pat also shared his challenge to make his Most Interesting, Most Difficult, Most Frustrating and Significant Accomplishment lists and encourages everyone to do the same.

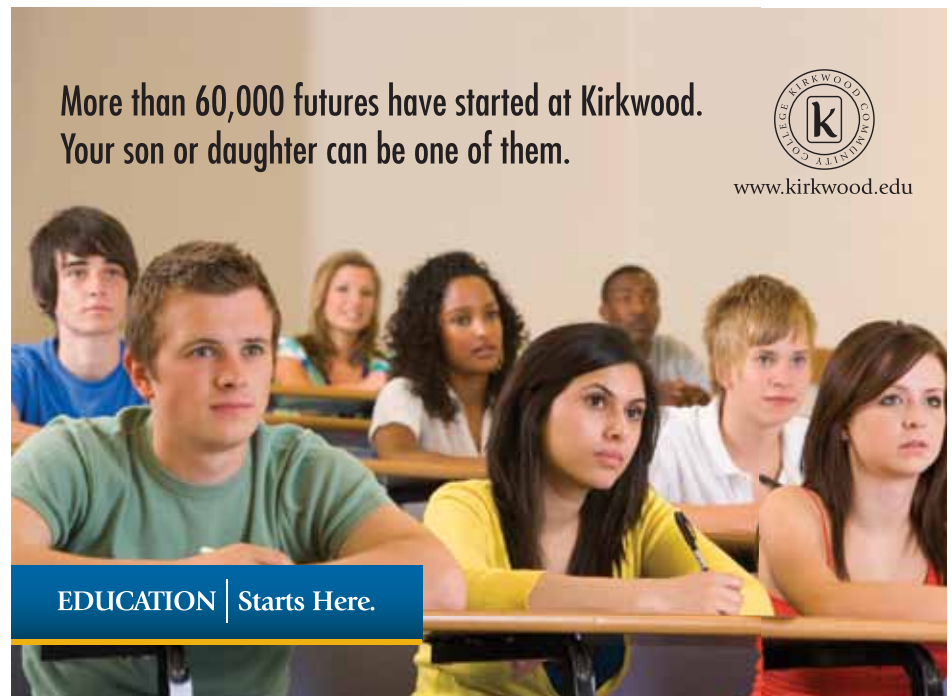


This year's participants of the CEO Roundtable actively listen to Pat Baird, Chairman of AEGON USA at the kickoff luncheon held at The Chamber.

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May PM Exchange Recap

Hills Bank held a ribbon cutting followed by a PM Exchange at their new location on May 20. More than 250 people attended the event enjoying appetizers, beverages and the opportunity to network in the spacious location. The new branch office is located at 3905 Blairs Ferry Rd NE. in Cedar Rapids.



PM EXCHANGE



PM Exchange
Summer Tailgate for
University of Iowa Children's Hospital

Hosted by
Securian Advisors MidAmerica
1327 Boyson Road in Hiawatha

June 17th, 2010
5-7 p.m.

Representatives with UI Children's Hospital and Touchdowns for Kids - Corridor business professionals raising money for University of Iowa's Children's Hospital with donations for each Hawkeye touchdown in 2010 – will be in attendance to provide more information and pledge forms for those interested.

Come enjoy grilled tailgate favorites provided by BBQ This! and grab a cool beverage.



SECURIAN
Advisors MidAmerica, Inc.

BRAZIL

Business Leaders Trip November 4-12, 2010

The Chamber is leading our members and community on a mission of discovery to create a solid bond and further engage in the global economy. Experiencing first-hand the country's business practices, economic assets, communication approaches, its history, and culture and people can strengthen you personally and professionally. Join us on a 8-night, all inclusive adventure to breathtaking Brazil.

As business becomes increasingly global in nature, The Chamber has decided to provide the business community with opportunities to visit some of our country's competitors and potential partners in commerce. **The Business Leaders Trip is seen as the first step towards building business relationships abroad.**

Throughout the trip we provide our business travelers with the opportunity to expand their views of culture and the interdependency that exists between companies and countries around the world.

As a Business Leader traveler you can become a "Business Environment Map-Maker" for your company. **You will gather information regarding the business, cultural and political climate of the host country. This information can become the foundation for future strategic thinking about international trade.** We invite you to join us on this inaugural trip and see for yourself how becoming familiar with a country's business practices, economic assets, communication approaches, its history, and culture and people can strengthen you personally and professionally.

According to the World Economic Forum, Brazil was the top country in upward evolution of competitiveness in 2009, gaining eight positions among other countries, overcoming Russia for the first time, and partially closing the competitiveness gap with India and China among the Brazil, Russia, India and China economies. Important steps taken since the 1990s toward fiscal sustainability, as well as measures taken to liberalize and open the economy, have significantly boosted the country's competitiveness fundamentals, providing a better environment for private-sector development.

With an estimated population of 196 million, Brazil has the largest population in Latin America and ranks fifth in the world. The majority of people live in the south-central area, which includes the industrial cities of Sao Paulo, Rio de Janeiro, and Belo Horizonte.

Consider traveling with The Chamber on this exciting adventure through Brazil. The Business Leaders Trip is offered at a very reasonable price of \$2,400 per person. This includes roundtrip airfare, superior hotel accommodations, professional guides and much more. For more information including full overview and itinerary please contact Jeanne Brandes at jbrandes@cedarrapids.org or 319.730.1401.



Itinerary Items Include:

- ❖ 4 nights in Rio de Janeiro and 3 nights in Sao Paulo
- ❖ Ascend by train to the top of Corcovado, home to the "Christ the Redeemer" statue
- ❖ Tour the largest stadium in the world, Maracana Stadium
- ❖ Visit the Embassies and Consulate General's staff in both Rio and Sao Paulo
- ❖ Sao Paulo has the largest Japanese colony outside of Japan, visit the city's oriental district





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