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CHAMBERvision

Lincoln Chamber of Commerce



FEBRUARY 2008

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CHAMBERvision

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 2008 Visitors Guide Now Available



CHAMBER BOARD OF DIRECTORS ADOPTS 2008 LEGISLATIVE OPPORTUNITIES AGENDA

The Lincoln Chamber of Commerce Board of Directors unanimously approved the Chamber's 2008 State Opportunities Agenda at the January Board meeting.

"The board has laid out an aggressive state agenda," said Chamber President Wendy Birdsall. "It focuses on key area of competitiveness that will maintain Lincoln's growth."

The Lincoln Chamber of Commerce is the only business organization in Lincoln with a full time state lobbyist on staff.

The Lincoln Chamber's State Opportunities Agenda is as follows:

TAX RELIEF

The Lincoln Chamber of Commerce continues to support lowering the burden of state taxes and ensuring tax relief

CHAMBER events:

FEBRUARY, 2008

[Click Here](#) to register for events

February 6

8:00 a.m.

Chamber Coffee

Chamber of Commerce,
 Lincoln Room
 Sponsored by Aquila

February 6

11:30 a.m. - 1:00 p.m.

Annual Luncheon

Cornhusker Marriott
 Hotel

Featuring Alison Levine
 Leader of the First
 American Women's Everest
 Expedition

February 7

5:00 p.m. - 7:00 p.m.

Young Professionals Group:

Social

BW3's South

February 8

7:30 a.m. - 8:30 a.m.

Small Business Network

Chamber of Commerce,
 Lincoln Room

February 13

does not simply shift tax burdens. In keeping with our core statements of policy, the Lincoln Chamber will support proposals that:

1. Help keep more capital in the private sector economy.
2. Help maintain and grow business operations
3. Help Nebraska become more competitive and able to expand jobs and investment to grow our economy.

The Lincoln Chamber supports targeted income tax relief to keep jobs and people in Nebraska.

ECONOMIC DEVELOPMENT

The Lincoln Chamber will support proposals that facilitate the Lincoln Partnership for Economic Development strategy for the Lincoln region, and proposals that grow and maintain jobs across the state. The Lincoln Chamber will work cooperatively with the University of Nebraska, 2015 Vision and other organizations to:

1. Support relocation of the Nebraska State Fair to a new, more compatible location in Lincoln
2. Support building a Nebraska Innovation Campus with public/private investments that leverage university research to create high-quality jobs and build our statewide capacity for innovation
3. Support state job training programs
4. Support enhancing the competitiveness of research & development activities and other job/investment incentives
5. Support efforts to reduce regulatory burdens and the costs of job creation.
6. Promote regional economic growth.

CVB AND EVENT FACILITIES NEEDS

The Lincoln Chamber of Commerce will place particular emphasis on supporting legislative proposals that assist the Convention and Visitors Bureau in executing its mission of bringing more visitors, events, and conventions to the Lincoln area. The Lincoln Chamber supports amending the Convention Center & Sports Arena Facilities Act to provide equal treatment of private and public hotel investments. The Lincoln Chamber believes state law should provide a level playing field for private sector hotel investment, rather than preferential treatment for socializing the costs of such developments.

ROAD INFRASTRUCTURE

The Lincoln Chamber of Commerce will work to protect the HWY Trust Fund and will support proposals that increase state funding allocations for road infrastructure needs. The Lincoln Chamber believes there is a significant funding gap for road infrastructure needs across the state. The Lincoln Chamber believes state road funds distributed to counties and municipalities should be directed for use on street and road construction projects only. The Lincoln Chamber supports a review of the factors utilized in the allocation

12:00 Noon
Face the Chamber with Mayor Chris Beutler
 Country Club of Lincoln

February 19
 7:00a.m. - 8:30 a.m.
Young Professionals Group:
Political Voice - State Farm Legislative Event
 State Farm Insurance
 (84th & O Streets)

February 20
 8:00 a.m.
Transportation & Public Works Forum
 Chamber of Commerce,
 Lincoln Room

February 27
 8:00 a.m.
Public Policy Forum
 Chamber of Commerce,
 Lincoln Room
 Sponsored by Grubb & Ellis/
 Pacific Reality

February 28
 4:30 - 6:30 p.m.
Business After Hours
 Sponsored by
 Cornhusker Bank
 6100 Apples Way

formula for distributing road funds and will support efforts to more equitably distribute funds to areas of growing population and infrastructure needs. The Lincoln Chamber will continue to support expanded options for local financing tools, such as expanded local option sales tax authority for transportation development districts.

STATE BUDGET PRIORITIES

The Lincoln Chamber of Commerce will support:

1. Incentives to encourage government mergers and consolidations at all levels.
2. Eliminating duplication of services.
3. Performance audits to determine the effectiveness of programs.

Spending decisions also must be prioritized in order for sustainable state tax relief to be possible. Key assets for economic growth, such as funding for roads and the University of Nebraska, should be maintained and even enhanced in the areas of excellence that bolster private sector economic activity.

SENATOR TONY FULTON PROPOSES ROAD FUNDING INITIATIVES



Sen. Tony Fulton addressed the Lincoln Chamber of Commerce's Transportation & Public Works forum on Wednesday,

January 17. The Senator represents Lincoln's 29th District.

In his address, Sen. Fulton told Lincoln Chamber members he wants solve the state's funding gap for roads and infrastructure.

"At some point, we have to realize that we can't rely only on our gas tax to fund roads," said Sen. Fulton.

The Senator's proposal in the legislature would re-allocate and dedicate a portion of the state's motor vehicle registration tax to road funding. Currently, the entire vehicle registration tax revenue goes to schools, cities, and counties and can be used to fund any general fund program designated by that local municipality.

For the complete text of Senator Fulton's proposal, please [CLICK HERE](#).



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2008 NORTH AMERICAN SENIOR CIRCUIT SOFTBALL WORLD SERIES COMES TO LINCOLN

Some 3,000 people will be making their way to Lincoln this August to be part of the North American Senior Circuit Softball World Series. The event will be held August 2-10, 2008 and will be utilizing 8-10 Lincoln softball fields.

North American Senior Circuit Softball, an allied member of the American Softball Association, is a Michigan-based not-for-profit organization that has been responsible for conducting the Senior Softball World Series since 1993. Their goal has been to "promote softball for the 50+ age group."

"Our staff couldn't be more excited to host the upcoming 2008 Senior Softball World Series," says Jeff Maul, Executive Director, Lincoln Convention and Visitors Bureau. "We will make sure to make this event a unique and memorable one for the athletes and attendees. Our sales staff did a wonderful job making Lincoln shine and this is a perfect example of the type of events we are recruiting to bring to our city."

This is the 20th anniversary for the organization, and they anticipate a record turnout. The economic impact of this event is estimated to be between 1 and 3 million dollars. Approximately 4,000 room nights have been booked for this event. This bid was done in partnership with Lincoln Parks and Recreation and UNL's campus recreation and Optimist. Other cities that were considered as part of the bid process were Des Moines, Iowa; Bloomington, Minnesota; and Saginaw Valley, Michigan.

Numerous championships will be hosted in Lincoln this summer, and Lincoln residents should embrace this opportunity to welcome the various athletes to our city.



PARTNERSHIP APPROVES NEW STRATEGIC PLAN

The Board of Directors recently approved a strategic plan that will guide Partnership activities through 2012. The new plan builds upon the goals and objectives established in the AngelouEconomics 2003 strategic plan.

Using the AngelouEconomics 2003 strategic plan as a base,

and electricity.

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Ext: 210
Fax: (402) 488-4507
HEALTH CARE FACILITIES

Homestead Healthcare & Rehabilitation Center is one of the area's oldest providers of skilled nursing and rehabilitation services. We are a 163-bed skilled nursing and rehabilitation center nestled in a lovely, quiet established neighborhood in South Lincoln. We also offer Alzheimer's Care in our Special Care Unit.

IMAGINE POINT

Mr. Ashu Guru
4701 Innovation Drive, Suite 101
Lincoln, NE 68512
(402) 817-0641
NONPROFIT ORGANIZATIONS
Imagine Point, a business solutions provider that develops

the Partnership's Board of Directors recommends the following four strategic initiatives as the cornerstone for its 2008-2012 program of work:

- Business Retention & Expansion
- Technology Enterprise Development & Expansion
- Cluster-Based Regional Development
- Economic Development Capacity

Partnership President Wendy Birdsall said the new plan was developed after extensive interviews with investors, community leaders and other stakeholders. The plan maintains the basic concepts of the Angelou Strategy, adopted in 2003.

"We have had significant success with the Angelou Strategy so there didn't seem to be any support for changing our overall program," Birdsall said. "However, we do want to focus on some key issues that will be important for the long term economic health of the community. I think those issues are reflected in this plan."

To obtain a copy of the 2008-2012 Strategic Plan, contact Jason Smith, 402.436.2373 or jsmith@lcoc.com.

SMALL BUSINESS NETWORK SERIES BEGINS

The 2008 Lincoln Chamber of Commerce Small Business Network Series kicked off the new year with a topic every business owner and sales rep needs to know: Goal Setting: The Book of How. The meeting featured Larry Keiter and John Radway of Leadership Resources along with Aaron Davis from Aaron Davis Presentations. More than sixty business professionals were present, with almost a third of the audience being new attendees.

In addition to this exciting presentation, Dave Bonicatto was introduced as this year's SBN Chairperson. Dave is a local sales hero, who is an equally talented recruiter and teacher. Jeff White, owner of Hague Quality Water and Dave's supervisor, expresses his networking qualifications this way. "Dave walks the networker's walk. He has worked very hard at getting himself known and building his circle of influence."

The next SBN meeting will be February 8th at 7:00 a.m. and will focus on "How to use your Chamber Membership to Generate Leads." Please contact Kathy Hale at 436-2385 for more information.

SPEAKER OF THE LEGISLATURE SPEAKS AT CHAMBER PUBLIC POLICY FORUM

Sen. Mike Flood of Norfolk gave Lincoln Chamber members a sneak-peak inside the

technology platforms for operations and resource management.

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PHOTO SHOPPE

Mr. Jerry Grenemeier
301 N Cotner Boulevard



Nebraska State Legislature during the Chamber's January Public Policy Forum.

Speaker Flood said road-funding issues, including continued funding of Lincoln's south beltway project, would be at the forefront of topics this year.

"We need a long term solution to fund our roads," said Flood. "Our challenge is to have the political courage to find that solution."

Speaker Flood also called for spending restraint, economic development incentives, and immigration reform at the state level.

Audience members asked the senator to share his thoughts regarding legislation that would look at moving the State Fair. Speaker Flood told Chamber members he would support the University's Innovation Campus, but he cautioned that it could mean losing the fair entirely.

"My thoughts are with the University and developing more jobs," said Flood. "But, I must say, if the fair is going to move, it should move outside Lincoln."

There are currently two bills in the legislature dealing with the fair. One removes the designation of State Fair Park as the home of the state fair. The other proposes forming a committee that would make a recommendation on where to move the fair. Agriculture Committee Chairman Phil Erdman says he expects a decision to come this year regarding the fair's future.



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4 years

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At Vacek Family Dentistry, patients of all ages receive the quality of care and level of personal

When: March 26, 2008

Where: Country Club of Lincoln

The Women in Business Workshop is a half-day seminar held in cooperation with the University of Nebraska-Lincoln College of Business Administration. The seminar will focus on topics such as communicating, time management, and financial strategies.

To register for this event please visit www.lcoc.com or e-mail Jaime.henning@lcoc.com.

SAVE THE DATE: LINCOLN'S YPG ConverGENS EVENT



Wednesday, April 23

11:30 a.m. - 5:00 p.m.

Holiday Inn Downtown - 9th & P Streets

This half-day event includes a lunch featuring keynote speaker, Jason Ryan Dorsey, and afternoon breakout sessions. Take the opportunity to spend a day with some of Lincoln's business leaders. Pick their brains a little to find out what went right, what went wrong and how to find success of your own!

Jason Ryan Dorsey is a bestselling author, speaker, and entrepreneur. Often referred to as the "Gen Y Guy," Jason has been featured on 60 Minutes, 20/20, NBC's Today Show, ABC's The View, and in The Wall Street Journal and Fortune Magazine. Jason's keynotes and trainings have impacted diverse audiences across the United States and as far away as Egypt, Finland, Spain, and India.

Jason's first book, [Graduate to Your Perfect Job](#)-which included a diagram of how to tie a tie-went on to become a national bestseller. It is estimated over 100,000 members of Generation Y have used the book as a resource to enter the workforce.

Jason's focus on [generational dynamics in the workplace](#) began after he was contacted by business leaders from across the country wanting to know how to retain and motivate their Generation Y employees. Jason quickly realized that his experience speaking to 350,000 Gen Y'ers about real world issues-and being a member of Generation Y himself-gave him a unique frontline perspective. He sheds light on this perspective in his 2007 book, *My Reality Check Bounced!*

To understand the realities of leading a multigenerational workforce, Jason interviewed employees and managers representing each generation in a variety of industries. His

attention that we desire for our own families.

EDUCATION:

Doctor of Dental Surgery from UNMC College of Dentistry

KEY TO SUCCESS:

Honesty and Integrity

PAST JOBS:

The "Dogfather" hot dog cart in downtown Lincoln

FAVORITE QUOTE:

"I haven't failed 10,000 times, but have successfully found 10,000 ways that won't work."

Thomas Edison

In addition to my professional career, I'm an Expert at: **Bass Fishing**



[Lincoln Chamber](#)

[Lincoln Convention and Visitors Bureau](#)

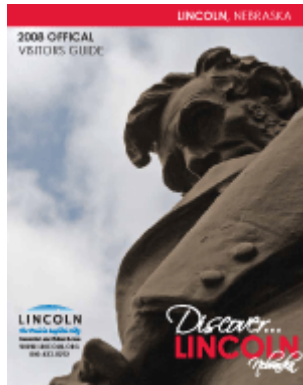
[Lincoln Partnership for Economic Development](#)

[Buy Lincoln First](#)

[Lincoln's Young Professional Group](#)

goal was to learn their beliefs, priorities, and preferences in order to find common ground in the workplace. Jason used this experience and extensive research to develop a framework and specific strategies business leaders can use to increase employee loyalty, teamwork, and discretionary effort across all four generations.

2008 VISITORS GUIDE NOW AVAILABLE



If you have friends coming to town or know of a group heading to Lincoln for an event, the Lincoln Visitor Guide is a great resource!

The Lincoln Visitor Guide is the annual publication of the Lincoln Convention and Visitors Bureau and is designed to provide information for individuals and groups visiting our city.

Information available in the guide includes places to stay, eat and visit as well as local information and interesting facts. With more than 120,000 copies produced annually, the guide is distributed to meeting planners interested in Lincoln, individuals relocating to our community, and guests to the Lincoln Visitor Center to name a few. It is disseminated both electronically through the CVB website (www.lincoln.org) and in hard copy with available copies found in area hotels, rest areas along I-80, and the Chamber/CVB office.

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