

**Judi Yorges**

**From:** Lincoln Chamber of Commerce [jyorges@lccoc.com]  
**Sent:** Tuesday, March 04, 2008 9:36 AM  
**To:** Judi Yorges  
**Subject:** News from The Lincoln Chamber of Commerce

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# CHAMBERvision

Lincoln Chamber of Commerce



MARCH 2008

## CHAMBERvision

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 Membership Directories are Now Available

### ANOTHER BANNER YEAR FOR THE CHAMBER



Wendy Birdsall

2008 is upon us and the Lincoln Chamber of Commerce plans once again to be at the forefront of issues that most affect our local business community.

First, I would like to thank all of those who attended the Chamber's Annual Meeting last month. Once again, this event was sold out. This year's speaker, Alison Levine, received rave reviews from those in attendance. Ms. Levine presented issues we all face in a new and unique light. If you didn't get to see her presentation, the video from the meeting and her



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### CHAMBER events:

MARCH, 2008

[Click Here](#) to register for events

**March 5**

8:00 a.m.

**Chamber Coffee**

Chamber of  
Commerce, Lincoln  
Room

Sponsored by Aquila

**March 5**

Noon - 1:00 p.m.

**Ambassadors**

Chamber of

presentation slides are online at [www.lcoc.com](http://www.lcoc.com).

The Chamber is working on several fronts on issues that benefit all business types in Lincoln, from the smallest of the entrepreneurs to the largest of corporations. The reasons are simple. We are attempting to raise the standard of living for Lincoln residents through the creation of new quality jobs, to maintain core community services without increased burdens on our local businesses, and to attract new investments in the community.

Vision 2015 is focusing on a number of these issues and I am pleased with the progress of the two key pillars in which the Chamber is playing a key role - the new arena and the University of Nebraska Innovation Park.

The Nebraska Legislature currently is considering several bills related to the arena and the Innovation Park. The Chamber has played a key role in the development and continued progress of the bills considered to be most beneficial to the interests of the membership. We also continue to provide significant input to local decision makers on issues related to these key projects.

But our business advocacy certainly doesn't end there. We were leaders in the passage of the State of Nebraska's historic tax relief package, Nebraska Advantage in 2006. And in 2007, the Chamber helped the City of Lincoln secure \$27 million in new road funding from the State. When an issue affects the Lincoln business community, we will be there.

We continue to see new jobs added to the local economy. In 2007, the Lincoln Partnership worked on several projects that will result in the creation of over 1,000 jobs over the next few years. The most public of these was an expansion at Information Technology Inc. This was an effort that took years to complete but one that will pay huge dividends with the eventual addition of 350 people to the company's high-tech workforce. We are also working on a number of different fronts to promote technology entrepreneurship and the growth of university-based activities.

The Convention & Visitors Bureau continues to set records for the number of events and room nights booked for the City of Lincoln. The successes of 2007 were capped off by the announcement that the National Special Olympics Games would be held in Lincoln in 2010. The efforts of the CVB staff have been truly remarkable and have moved the organization beyond a strictly local and regional focus, enabling it to become a true national player in the event attraction industry.

Commerce, Lincoln  
Room

**March 12**

12:00 Noon

**Face the Chamber  
with Chief of Police  
Tom Casady**  
Country Club of  
Lincoln

**March 14**

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

**Small Business  
Network**

Chamber of  
Commerce, Lincoln  
Room

**March 18**

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

**Young Professionals  
Group:**

**Education Event**  
Chez Hay

**March 19**

8:00 a.m.

**Transportation &  
Public  
Works Forum**

Chamber of  
Commerce, Lincoln  
Room

**March 20**

8:30 a.m. - Noon

**In Focus Seminar Series:**

**Marketing  
Firepower**

Chamber of  
Commerce, Lincoln  
Room

**March 26**

8:00 a.m.

**Public Policy Forum**

Chamber of  
Commerce, Lincoln  
Room

Sponsored by Grubb  
& Ellis/ Pacific Reality

Rest assured that even though we pause to enjoy our successes, it is full speed ahead as we enter 2008. The challenges that lay in front of us are great. I encourage each of you to find ways to be involved. Our shared goals as a Chamber of Commerce are enormous when taken on by a few. But they are easily achievable with the efforts of many.



## SENATOR FISCHER: INACTION ON ROADS WILL LEAD TO PROPERTY TAX INCREASE



Nebraska Sen. Deb Fischer (Valentine) said the State was facing a road funding crisis that, if not addressed, will lead to higher property taxes for Nebraska residents.

Sen. Fischer addressed the Lincoln Chamber Public Policy Forum

Wednesday, specifically on road funding and her bill, LB 846, which provides long-term solutions for statewide road funding through fuel taxes. The bill has been advanced to the floor.

Fischer said fuel tax, which is imposed and collected by the state, was a local issue as well since cities and counties receive a significant portion of the revenue.

"Cities and counties face issues regarding road maintenance and construction," Sen. Fischer said. "These issues aren't going away. So if we don't get more money for roads, cities and counties will find alternate sources and ultimately you will pay higher property taxes in Lincoln."

Sen. Fischer also informed Lincoln Chamber members that this problem has been brewing for some time, but has just now become increasingly discussed in light of the U.S. Government cutting roughly \$80 million to state road coffers.

"Losing money from the Feds is not the problem," Sen. Fischer said. "It got more people focused on the issue and more parties interested. This bill won't solve the problem, but if we have the political will to take advantage of gas tax revenues, it does provide a long-term solution that will

**March 27**  
4:30 - 6:30 p.m.  
**Business After Hours**

Sponsored by Hy-Vee  
84th & Holdrege

**March 27**  
5:00 - 7:00 p.m.  
**Young Professionals Group:**

**Social**  
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(56th & Pine Lake Road)

**2008 Visitors Guide  
Now Available**



The 2008 Official Lincoln Visitors Guide is available to visitors and those looking for ideas of things to do in Lincoln. This 60-page guide is good for visitors, conference attendees and residents of Lincoln. The guide features attractions, lodging, events and various other Lincoln information. To obtain your FREE copy of the Visitors Guide, you can call 434-5348 or visit the Lincoln Visitors Center at 7<sup>th</sup> and P Street, inside the Lincoln Station. Information is also available by logging on to [www.lincoln.org](http://www.lincoln.org).

**spotlight**  
on a  
**member:**

help with the growth and economic development of the state."

Sen. Fischer said that the state has come to a funding crossroads and we cannot wait any longer. "If we fail to address this situation immediately, it will haunt our state in the years to come and we will have lost the opportunity to fix this problem. Doing nothing is really not a viable option," Senator Fischer said. "I believe LB 846 provides a piece of the answer we are searching for."

The Lincoln Chamber's next Public Policy Forum is scheduled for Wednesday, March 26<sup>th</sup> at 8:00 a.m.



## MACLEAN ASKS CHAMBER TO HELP EDUCATE ON ROADS

Greg MacLean says that the ability for Lincoln to close the gap on road funding depends on the community's willingness to pay.

"Road funding is our No. 1 priority," MacLean said. "But there is a cost to infrastructure. We have to do a better job of educating the public of what those costs are, where the money comes from and how it is spent."

Speaking to the Lincoln Chamber of Commerce's Transportation and Public Works Forum, the new Director of Public Works & Utilities encouraged those in attendance to help educate the public on the process of building new roads.

"We keep talking about doing something different," said MacLean. "But for the best of intentions, we still haven't found long term solutions. We have to face the problem, articulate the problem, find reasonable solutions and then fix it."

MacLean talked about other issues particularly the new outcome based budget plan initiated by Mayor Chris Beutler.

## Lincoln Neighborhood Pharmacy & The Perfect Cup



Scott Louderback  
6811 O Street  
Lincoln, NE 68510  
402-464-1150  
scott@neighborhoodrx.com

CHAMBER EXPERIENCE:  
**We have been chamber members since our business opened October 1, 2006**

CHAMBER MEMBER:  
**1 year 3 months**

IN ADDITION TO MY PROFESSIONAL CAREER, I'M AN EXPERT AT:  
**coffee drinks. Since opening the Perfect Cup inside the pharmacy, I have attended various training seminars learning how the coffee bean gets from the field to the cup.**

I RENEW MY CHAMBER MEMBERSHIP BECAUSE:  
**I believe the chamber is a great tool to speak for local businesses both at the city level in government but also at the local level with other businesses and potential customers.**

"We have certain things that we have to do," said MacLean. "Then we prioritize based on what outcomes we expect for the community. Once we drop below the line of items that can be funded, then maybe those things are an amenity and you have a separate discussion about the community's desire to pay for these."

Our Transportation & Public Works Forum for March will be held Wednesday, March 19, please check the Lincoln Chamber of Commerce website at [www.lcoc.com](http://www.lcoc.com) for an update on who will be our featured speaker.

## WOMEN IN BUSINESS LEADERSHIP SEMINAR 2008



Miller



Uhl-Bien

The Lincoln Chamber of Commerce will host the 2008 Women in Business Leadership Seminar on Wednesday, March 26 at the Country Club of Lincoln from 9 AM-1 PM.

Featured Keynote Speaker will be Jane Miller, Chief Operating Officer and Executive Vice President of Gallup. Miller is responsible for implementing The Gallup Path worldwide throughout Gallup. She is committed to hiring the right people for the right roles, positioning associates to maximize their strengths, and partnering associates with great managers to create a great workplace. Using effective Management strategies, Gallup has created a great workplace that has resulted in excellent client and associate retention rates.

Also featured will be Mary Uhl-Bien PhD and Howard Hawks Chair in Business Ethics and Leadership as she explains ways to Lead Up. Breakout sessions will follow presentations and allow attendees to share successes and best practices.

Cost to attend is \$65 per registrant and includes materials and lunch. To sign up today, visit [www.LCOC.com](http://www.LCOC.com).

### Face the Chamber with Mayor Chris Beutler

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KEY TO SUCCESS IN BUSINESS:

**The first sentence of our mission statement says it all, "Lincoln Neighborhood Pharmacy will provide genuine, honest, and compassionate healthcare to our community." We believe our business will grow if we follow these truths in addition to providing outstanding customer service with a fair price for our products.**

HOMETOWN:

**Bridgeport, NE**

LAST BOOK READ:

**Quiet Strength by Tony Dungy**

FAVORITE QUOTE:

**Live, Laugh, Love, the most important things in life aren't things.**

BUSINESS PROFILE:

**Lincoln Neighborhood Pharmacy is a full service pharmacy with home medical equipment. The pharmacy offers FREE home delivery in the Lincoln city limits. Other services include weekly med box packaging, monthly bubble packing, automatic refills, and some compounding. The Perfect Cup is located inside the pharmacy and has its own drive thru**

## SMALL BUSINESS ADVOCACY

The Chamber works for businesses of all sizes in the Nebraska Legislature. The March meeting of the Small Business Network will spotlight the Chamber's public policy efforts that benefit small business.

Bruce Bohrer, Executive Vice President and General Counsel of the Lincoln Chamber of Commerce, will review the impact of bills before the legislature, and discuss the impact to local business if adopted. Some of the bills being discussed include State Fair Park, unemployment insurance benefits and storm water management fees. Bohrer will also discuss the 2008 Lincoln Chamber State Opportunities Agenda.

"We are extremely fortunate to have someone with Bruce's experience and knowledge working for Lincoln businesses in the Legislature," said Chamber President Wendy Birdsall. "This is a great opportunity for our businesses to hear first-hand how our work at the state benefits our local efforts to grow Lincoln's economy."

Additionally, Bohrer will address issues relating to the organization's relationship with the city and potential issues that businesses may be facing in the near future at the local level.

### BUSINESS AFTER HOURS

Sponsored by:



## JASON BALL JOINS PARTNERSHIP TEAM

The Lincoln Partnership for Economic Development has named Jason Ball as the Director of Business Development.

Ball comes to the Partnership from the Nebraska Business Development Center (NBDC) where he served as Director of the Lincoln office. The Lincoln office of the NBDC is a partner of the University of Nebraska-Lincoln Office of Technology Development.

**window. The Perfect Cup serves a variety of coffee drinks, sandwiches, and ice cream.**



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### CLEAR VISION EYE CARE P.C.

Mr. Andrew Bateman  
570 Fallbrook Boulevard,  
Suite 108

He will begin his duties March 10.

"Jason brings a tremendous knowledge of small business, entrepreneurship and university technologies," said Wendy Birdsall, President of the Partnership. "We are excited to add those qualities to our staff as we begin to implement our new five-year plan."

Ball has been at his current position since 2006. Before working for NBDC, he worked in the field of chemistry. He has an MBA from the University of Nebraska-Lincoln and a bachelor's degree in chemistry from Nebraska Wesleyan University.

Ball replaces Mike Lang who accepted a position in Mayor Chris Beutler's office. Lang had previously served as Director of Business Retention and Expansion.

Birdsall said the move will expand the Partnership's efforts in Business Retention and Expansion. Jason Smith, Vice President-Economic Development, will take over the BR&E program on a regular basis, focusing primarily on the business visitation program. Additionally, the Partnership added Kate Ellingson to its staff in January as the Marketing Coordinator. Ellingson will take over duties marketing Lincoln for new business locations.

Ball will work with existing small technology companies and potential new technology and manufacturing entrepreneurs.

"This strengthens our commitment to small businesses, particularly those in the technology sector," Birdsall said. "We are going to continue to expand our efforts to assist existing employers to grow their companies and Jason is a natural addition to this effort."

Ball said he was looking forward to the challenge of moving into the economic development field.

"I am excited to be joining the Partnership staff and to become a part of the important work they do in the community," Ball said. "I hope to serve as an additional resource for businesses and entrepreneurs and cultivate opportunities for connections with the ongoing research and outreach activities of the University of Nebraska-Lincoln."

The Lincoln Partnership for Economic Development is a partnership between the Lincoln Chamber of Commerce and the City of Lincoln created to serve as the lead organization for economic development in the community

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and region.



## LINCOLN CONTINUES TO BE THE HOME OF THE NSAA STATE TOURNAMENTS

### Volleyball Stays in Lincoln

Lincoln was successful in its bid to, again, host the 2008 and 2009 NSAA State High School Volleyball Tournaments. The NSAA board voted 5-1 to accept Lincoln's bid over Grand Island and Kearney. Jeff Maul, Executive Director with the Lincoln Convention and Visitors Bureau worked with UNL, LPS, Waverly High School and Pershing Center in preparing this bid, but also notes that many other amenities such as shopping, restaurants and entertainment assisted in making Lincoln appealing to the NSAA. "Our ability to relay concerns that attendance would suffer by moving west and also offering the UNL Coliseum for championships games on Saturday were key in our presentation to the NSAA", Maul said. "Lincoln's tradition in hosting these activities is a big part of people's lives across our state and we want to assure them that we will continue to offer the best facilities and amenities that will make their stay memorable."

### High School Girls and Boys State Basketball Championships

Lincoln is hosting the NSAA State High School Boys and Girls Basketball Tournaments in late February and early March. The Lincoln Convention and Visitors Bureau, along with Pershing Center, will again offer visitors a free shuttle service between the Haymarket parking garage and Pershing Center to alleviate any parking concerns that visitors may experience. Parking is offered at the garage for \$3 per day on Thursday and Friday of the tournament.

## MEMBERSHIP DIRECTORIES ARE NOW AVAILABLE



### ORGANIZATIONS

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Fax: (402) 325-6058  
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#### PLATTE INSTITUTE FOR ECONOMIC RESEARCH

Gen. Roger P. Lempke  
10050 Regency Circle, Suite 120  
Omaha, NE 68114  
(402) 432-0501  
www.platteinstitute.org  
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ORGANIZATIONS

The Platte Institute studies current public policy issues and develops proposals to increase economic opportunity.

The new Lincoln Chamber of Commerce membership directory has arrived! All members will receive a copy through the mail. Additional copies may be obtained through the Chamber offices.

The Lincoln Chamber of Commerce takes pride in being a proactive organization. One of our goals is to create new opportunities for existing companies in Lincoln. We take pride in our city and the businesses that grow and develop. The more awareness that we generate for Lincoln based products and services, the more we grow our sales tax base and boost our economy. Remember to support your fellow Chamber members by referring to this directory when developing your business relationships.

In 2007, the Chamber began the Buy Lincoln First initiative. A program where businesses commit to shifting a percentage of their purchases from non-local vendors to businesses here in Lincoln. To find out more or to participate, please visit [www.buylincolnfirst.com](http://www.buylincolnfirst.com).

Your Chamber has grown to nearly 1500 members, and continues to develop new benefits and services. The Chamber is a business advocacy organization that offers influence, information, and affiliation. Please feel free to stop by the Chamber offices or call any time you need assistance. We want to help you take full advantage of your membership. Together, we can make Lincoln an even better place in which to live and work.

## Advertisement

### **U.S. DEPARTMENT OF TRANSPORTATION CDL SUPERVISORS TRAINING AS REQUIRED BY FEDERAL STATUTUE: 382.603.**

Supervisors of CDL licensed drivers are required by federal Statutue 382.603 to be certified in the program of drug and alcohol interdiction. Failure to be certified can result in monetary and sanctioning fines for non-compliance.

Nicholson & Associates will be conducting this training in Lincoln, NE during the month of March for (1) day only. Those unable to attend could be required to travel to Grand Island or McCook, NE at a later date to attend.

The training will be held at St. Elizabeth Hospital in Lincoln, NE with the exact date and time to be set depending on number of attendees for this session.

#### **SAFEGUARD**

Ms. Linda Nunns  
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**Our Websites:**

You may register your company and the number of supervisors to attend with Nicholson & Associates at 800-376-1641 or 402-484-7281. All registrations must be received by March 7, 2008 for the Lincoln session.

Certificates of Completion will be issued to those supervisors completing the training course which lasts for (2) hours. A morning session and an afternoon session will be offered if space is limited.

David Nicholson  
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