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CHAMBERvision

Lincoln Chamber of Commerce



MAY 2008

CHAMBERvision

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THIS issue:

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 Be a Tourist in Your Own Home Town
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 Atkinson to Headline Partnership Breakfast
 Summer Connection Scheduled

Notes from the President

CHAMBER TAKES ON LOCAL BUDGETS



Wendy Birchall

Task force assists in making recommendations on key issues

The Lincoln Chamber spends a lot of time and resources monitoring the budgets of our local governing bodies.

To more effectively accomplish this task, the Chamber appointed a local budget task force of Chamber members with real world experience in managing budgets. That task force is chaired by Mark Koller. Other members are: John Cederberg, Georgia Glass, John Olsson and Drew Stange.

To date our task force has met with members of the Lincoln City Council to discuss ways to reduce costs, particularly as it relates to personnel.

We have also met recently with the Mayor's office to discuss the projected budget shortfall and ways for the administration to deal with the revenue gap. Another key conversation was



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CHAMBER events:

JUNE, 2008

[Click Here](#) to register for events

June 4

8:00 a.m.

Chamber Coffee
 Chamber of Commerce, Lincoln Room
 Sponsored by Aquila

June 4

Noon - 1:00 p.m.

Ambassadors
 Chamber of Commerce, Lincoln Room

June 5

7:30 - 8:30 a.m.

Young Professionals Group: YPG Netquirting Event
 Grata Bar & Lounge
 2755 Jamie Lane

June 13

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

Small Business Network
 Chamber of Commerce, Lincoln Room

June 18

outcome-based budgeting and the city-wide budget survey. Mayor Chris Buetler asked Mark Koller to chair the committee that designed the city's budget survey.

We were very pleased with the survey results which show that citizens of Lincoln recognize what we believe to be a fundamental truth; a healthy community in all aspects relies on the expansion of quality job opportunities, the expansion of private investment in the community and entrepreneurial opportunities.

It is always a challenge for elected officials to continue to try and do more with less and we appreciate the efforts of our Mayor and City Council for their willingness to try and meet public expectations.

So the question may arise "what can I do to help?"

My response is to "Buy Lincoln First".

A year ago, the Lincoln Chamber began an information campaign called "Buy Lincoln First" as a way to promote local purchasing by Lincoln businesses. The idea is simple: a company commits to try and find a way to shift 5% of its out of town purchases to Lincoln vendors.

We had several companies sign up last year for the program. I am pleased to report that after the first year, these companies have reported that they have shifted over \$1,000,000 in purchases to Lincoln businesses. That's \$1,000,000 of economic impact on the community that required no additional city services or expenses and \$1,000,000 in additional revenue opportunity for Lincoln area businesses.

I would like to see that number even higher.

Over the next month, we will be sending out "pledge" cards to our Chamber members to consider joining the program. The pledges show the company's commitment to Lincoln and that they will make the effort to find

8:00 a.m.

Transportation & Public

Works Forum

Chamber of Commerce, Lincoln Room

June 19

7:30 a.m.

Lincoln Partnership for Economic Development

ED Breakfast

Cornhusker Marriott Hotel, Ballroom

June 19

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

Young Professionals Group

Achieving

Work/Life

Balance

Madonna Proactive 55th & Pine Lake Road

June 24

8:30a.m. - Noon

In Focus Seminar Series:

Business

Interruption

Planning

Chamber of Commerce, Lincoln Room

June 24

4:00 - 6:00 p.m.

Young Professionals Group:

Flights of

Innovation

and

Entrepreneurship

Duncan Aviation

1761 W.

Kearney, Bldg

5625

June 25

8:00 a.m.

Public Policy Forum

Chamber of Commerce, Lincoln Room

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Reality

ways to promote local purchasing among their various departments. For more information, see www.buylincolnfirst.com.

I would encourage local businesses and residents to consider their purchases with Lincoln vendors first before looking in another community. As the city relies more-and-more on sales tax as a source of revenue, you can make a big impact in retaining our tremendous community services without facing increasing taxes. Please consider this as part of your spending habits.

CHAMBER ENCOURAGES TO BUY LOCAL



The Buy Lincoln First program was instituted by the Lincoln Chamber of Commerce in 2007 as a promotion to local businesses to consider how they made their purchases.

It is estimated that \$3-4 billion annually is spent by Lincoln businesses with vendors outside of the community. The Chamber would like for businesses to reevaluate their spending and move some of those purchases back into Lincoln.

"For the few cents you may save on a particular item, it might be more than made up through the continued expansion of the Lincoln economy," said Wendy Birdsall, Lincoln Chamber of Commerce President. "A growing economy creates more jobs, higher income, and more resources for our government and charitable entities.

"In the long run, the little bit of money you save on a particular purchase may be costing your company."

The Chamber will be sending out pledge cards this month to its members to consider shifting just 5% of its yearly out-of-town expenditures back into Lincoln. For more information on the program, go to www.buylincolnfirst.com.

June 26

4:30 - 6:30 p.m.

Business After Hours Sponsored by Local Insight Yellow Pages Saltdogs at Haymarket Park

RUSS RIPA NAMED CHAIR OF YPG



Russ Ripa has taken over as the new Chairman of the Lincoln Young Professional's Group.

The change was part of several on the council which appointed Molly Brummond, Village Gardens as vice chair, and Patrick Adams, Conspicuous Media and Chad Hood, United Way, as treasurer and secretary, respectively. Liz Shotkoski, Gallup serves as immediate past-chair.

Other council members include Rebecca Albee, Thompson Realty Group, Eric Aslakson, Northwestern Mutual Financial Network, Stacy Brass, Union Bank & Trust Co., Derrick Eells, TenDot Corporate Travel, Clover Frederick, Non Profit Marketing Network, Jessica Kennedy, National Research Corp., Matthew Wegener, Isoft Data/Turbine Flatts, and Sue Wilkinson, Ameritas. Additionally, new council member Kathy Lunzmann, American National Bank, was welcomed to the council in May.



CHAMBER LEADERS VISIT CAPITOL HILL

LCOC partners with community groups to promote agenda

The Lincoln Chamber of Commerce and community leaders made a brief trip to Washington D.C. in May to promote Lincoln's federal agenda to the Nebraska delegation.

That agenda, tabbed as the "Federal Opportunity Agenda", focuses on four key issues for the community at the federal level including infrastructure funding, energy policy, university research and economic development, and key tourism funding.

"This is an area where we are increasing our efforts," said Chamber of Commerce President Wendy Birdsall. "We discovered several years ago that there was a disconnect between the community and our federal delegation. While a number of individual organizations were contacting our representatives and senators, no effort was made to prioritize our needs as a community."

Those attending were: Lincoln Mayor Chris Beutler, University of Nebraska-Lincoln Chancellor Harvey Perlman, Lincoln Chamber Chair Elect Steve Pella, Birdsall, Chamber Executive Vice President and General Counsel Bruce Bohrer and Denise Pearce from the Mayor's office.

This short trip will be followed in September by a large delegation that will be traveling to Washington D.C. for Lincoln's annual Federal Fly-in. This year's Fly-in will be a joint trip with the Omaha Chamber of Commerce. For more information on the Fly-in, contact the Chamber at 436-2350.



spotlight on a member:

PATESTAS FAMILY CHIROPRACTIC



Dr. Michael Patestas, DC
5600 S 48th Street, Ste 108
(402) 421-1180

Patestas Family Chiropractic opened in November 2006. Being new to Lincoln, Dr. Patestas joined the Chamber of Commerce with hopes of meeting new people, establishing new trusting relationships and expanding his practice. He claims that the Chamber of Commerce has exceeded his expectations.

Dr. Patestas is from Queens, NY, and his accent is very distinct. He has been married to his lovely wife Rhonda for thirteen years. They have four children, Nicholas, Michael, Haley, and Benjamin. He had two practices in New York for over ten years, but after living in New York during and after September 11th, they decided it was time to leave. He wanted a safer place to live with fresh air, and Rhonda was originally from Alliance. They then made the move to Nebraska.

Most people know that chiropractic care can help neck and back pain. However, he has helped patients who suffered from symptoms related to: disc problems, scoliosis, allergies, ear infections,



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Federal Fly-In 2008
 Washington DC
September 16 - 18
Contact:
 Trevor Svoboda,
 TenDot Corporate Travel
 436-1011

CAPITAL
CAPITAL
 FEDERAL FLY-IN

**BE A TOURIST
 IN YOUR OWN HOMETOWN**

BE A TOURIST IN YOUR OWN HOME TOWN

The price of gasoline has changed the travel habits of Americans and Nebraskans everywhere. Lincoln is not an exception.

The Lincoln Convention and Visitor's Bureau is offering a "vacation alternative" for Lincoln area residents looking for savings in their travel budget. Why not Be a Tourist in Your Hometown?

The Lincoln CVB is partnering with 17 Lincoln area attractions in the fifth year of the Be a Tourist Campaign. The annual program kicks off Memorial Day Weekend and will continue through Aug. 20 (14 weeks).

"With the soaring gas prices and more people choosing to stay closer to home this summer, the Be a Tourist campaign is a great way to see many of Lincoln's hidden gems," said Lincoln CVB Executive Director Jeff Maul. "The program provides families the opportunity to visit each of these attractions at little or no cost, the opportunity to win great prizes and have a great time getting to know Lincoln."

Participants should pick up a Passport at sites located around the community. These sites include the participating Lincoln attractions, the participating

communityEVENTS



Hot Rod Power Tour
June 10
Noon - 6pm
State Fair Park
 Lincoln is serving as a midway point in the seven day, seven city tour between Little Rock, Arkansas and Madison, Wisconsin, and will see nearly 1,000 hot rod vehicles on display. allowing automotive enthusiasts an opportunity to see a traveling automotive collection of priceless high-end performance and specialty hot rods including the Tonight Show host Jay Leno's modified Corvette Z06.



International Thespian Festival
June 23-28
Lied Center
 Considered the best week of high school theatre in the country, more than fifty productions will be present by more than 2000 young thespians. Students housed at the University of Nebraska-Lincoln's dorms will have the opportunity to attend educational workshops as well as audition for colleges and universities from around the country. This is a great chance to escape Nebraska's June heat and enjoy a week at the theatre.

breathing problems, asthma, gall bladder problems, excessive stomach acid, kidney ailments, intestinal problems, constipation, bladder issues, bed wetting, menstrual cramps, incontinence, poor circulation, cold sores, skin rashes (eczema), numbness, pain, tingling, and much more.

A place people go to get better. Dr. Patestas has a very gracious bed side manner. His focus, dedication to detail and treating each patient like a member of his family are his claims to success. He prides himself on providing people with what they need therefore spending the necessary time with each patient.

Dr. Patestas is a Primary Care Provider in Nebraska. If you are suffering from any type of pain you should call him for a free consultation. If your condition requires additional care, he will send you to the right specialist.



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 Fax: (402) 421-0868

sponsor locations, the Visitor's Center (7th and P Streets) and it can also be downloaded from the website www.lincoln.org.

For more information, contact the Lincoln Convention and Visitors Bureau at 434-5335 or go to the website at www.lincoln.org.

DON'T MISS YOUR CHANCE TO PARTICIPATE IN THE BEST TOURNAMENT IN LINCOLN!

CHAMBER SUMMER GOLF TOURNAMENT

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August 1, 2008

Contact: Jaime Henning at 436-2366



CHAMBER WEBSITE AN OVERLOOKED BENEFIT

A membership with the Lincoln Chamber of Commerce repays itself in many ways. However, one many forget is a listing on the Chamber's membership directory on its website, www.lcoc.com.

According to statistics provided by the Chamber's system administrator, in the last year, there were nearly 500,000 "keyword searches" on the Chamber's business directory. That's when a party goes to the business directory and searches by typing in a word or by business type.

Of those 500,000 searches, there were over 15,000 requests for more information on a particular business using the more info option on the screen. Over 1,000 went directly to company websites from the Chamber site.

The numbers tend to be stable. From April 15th to May 15th of this year, there were 34,720 "keyword searches" and 1,472 requests for more info. Almost 100 clicked through to the requested company's website.

"We're thrilled that people are using the Chamber website to find local businesses," Chamber President Wendy Birdsall said. "It is certainly a sometimes overlooked benefit of Chamber membership."

Birdsall said that the Chamber would be launching a new website this summer

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rbailey@austadgolf.com
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Mr. James Sherrets
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MIDWEST TENT AND EVENTS

Mr. Brian Dorn
300 Speedway Circle, Ste 145
Lincoln, NE 68502
(402) 486-0709
Fax: (402) 261-6781
TENT RENTALS/CARNIVALS

NEBRASKA BUSINESS DEVELOPMENT CENTER (NBDC)

Mr. Roger Johnson
6001 Dodge Street, RH 308
University of Nebraska at Omaha
Omaha, NE 68182
(402) 472-1177
Fax: (402) 472-3363
NONPROFIT ORGANIZATIONS
NBDC is a cooperative program of the US Small Business Administration & the College of Business Administration of the University of Nebraska at Omaha. NBDC provides direct management & technical assistance to start up businesses.

NEWS LINK

Mr. Peter Ringsmuth
1845 S 11th Street
Lincoln, NE 68502
(402) 475-6397

PRINCIPAL FINANCIAL GROUP/GARY KARTHAUSER

Mr. Gary Karthausser

and that businesses interested in expanding their web presence on the Chamber site should call.

Contact Judi Yorges at 434-5340 for more information.

RESERVE
YOUR AD
SPACE
TODAY



**Physicians Directory
space closes June 6th**

**Contact: Kate Ellingson
402-436-2371
kellingson@coc.com**

HELP WANTED: PRESIDENT'S CLUB MEMBERS

The Lincoln Chamber of Commerce is seeking business people who are passionate about their companies and chamber membership. The President's Club is a year-round, all-volunteer membership sales team, which will be active in recruiting and retaining member businesses.

"The Chamber's greatest asset is the people who make up its membership," says Wendy Birdsall, President of the Lincoln Chamber of Commerce. "Our membership is growing in size and diversity. The role of the President's Council will be to assist the Chamber in our recruitment and retention efforts."

Learn more about this membership focused group by joining us for lunch on Thursday June 19th. The topics to be discussed include the requirements, responsibilities and rewards of President Council volunteers.

We will be meeting and serving lunch in the Lincoln Room at the Chamber offices, 1135 M Street, June 19th at 12:00 PM.

To register for the Informational Lunch, please contact Paul Miloni, Director of Membership at 402-437-7835.

Face the Chamber
with State Treasure Shane Osborn

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www.pnglincoln.com
NETWORKING

ATKINSON TO HEADLINE PARTNERSHIP BREAKFAST



Expert on New Economy Strategies to Discuss Innovation

Dr. Robert Atkinson will speak to Lincoln economic development leaders on the key to innovation in the new economy at The Lincoln Lincoln Partnership for Economic Development Breakfast, June 19 at 7:30 a.m., at the Cornhusker Marriott Hotel Ballroom.

Dr. Robert Atkinson is president of the Information Technology and Innovation Foundation, a Washington, DC-based technology policy think tank. He is also author of the State New Economy Index series and the book, *The Past And Future Of America's Economy: Long Waves Of Innovation That Power Cycles Of Growth* (Edward Elgar, 2005).

He has an extensive background in technology policy, he has conducted ground-breaking research projects on technology and innovation, and is a valued adviser to state and national policy makers, and a popular speaker on innovation policy nationally and internationally.

Cost to attend this event is \$35. Make your reservation today at www.LCOC.com. For questions on this exciting event please contact jaimehenning@LCOC.com.

BUSINESS AFTER HOURS

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2008 SUMMER CONNECTION SCHEDULED

Lincoln Teachers to Tour Local Businesses

The 2008 Summer Connection Teacher tours will be held June 16 and 17. Summer Connection is a program designed to help link high school career

Professional Networking Group is here to promote the heartfelt, passionate business people of the world. We are here for the individuals and the companies that not only want to grow but have a passion for long-term success. For it is these people that refer business to one another over and over again.

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Ms. Rita Metcalf
2901 S 84th Street
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counselors and instructors with Lincoln employers. Over 60 Lincoln teachers are impacted by this programming each year.

The connection allows teachers to explore some of the many career opportunities available in Lincoln. Additionally, they also learn about the training required for these careers and the personal qualities that employers look for when making hiring decisions. Teachers are then able to apply this information toward better assisting their students in career planning and course selection.

"As availability of skilled workers becomes a bigger issue, exposing educators to Lincoln career paths is vital," stated Wendy Birdsall, President of the Lincoln Chamber of Commerce.

The 2008 Summer Connection Teacher tours are a partnership between the Lincoln Chamber of Commerce and Lincoln Public Schools. Supporters of the program include: Dream It Do It, Doane College, State Farm Insurance Companies and TierOne Bank. Participating sites for 2008 include: Verizon Wireless Communications, Talent +, TierOne Bank, Madonna Rehabilitation Hospital, Madonna ProActive, Crete Carrier Corporation, Geist Plastics and HTI Plastics.

For more information on the 2008 Summer Connection Teacher Tours contact Jaime Henning at jaimehenning@LCOC.com.

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