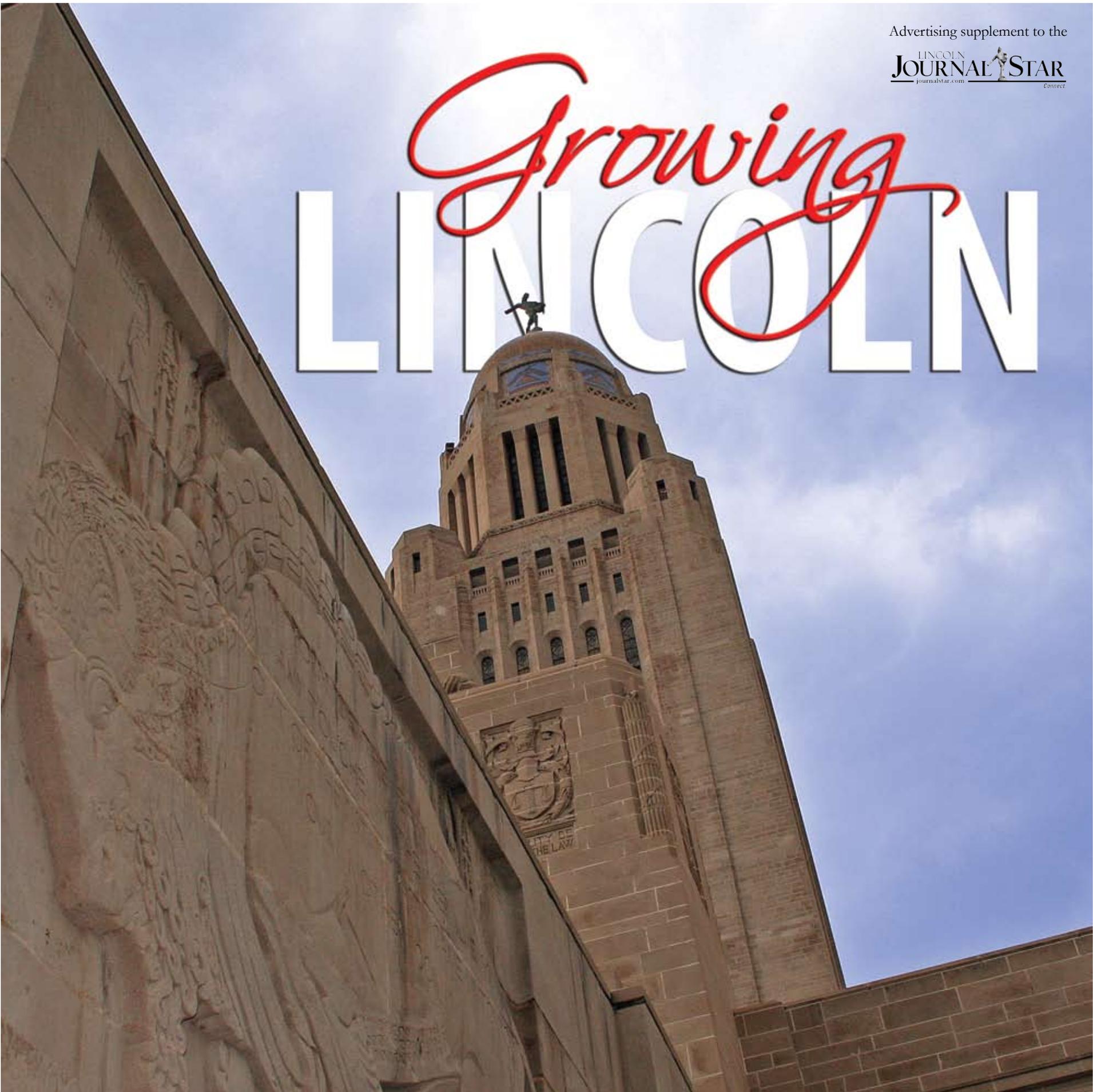


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The Community of Opportunity

**Chamber of Commerce
Convention and Visitors Bureau
Partnership for Economic Development**

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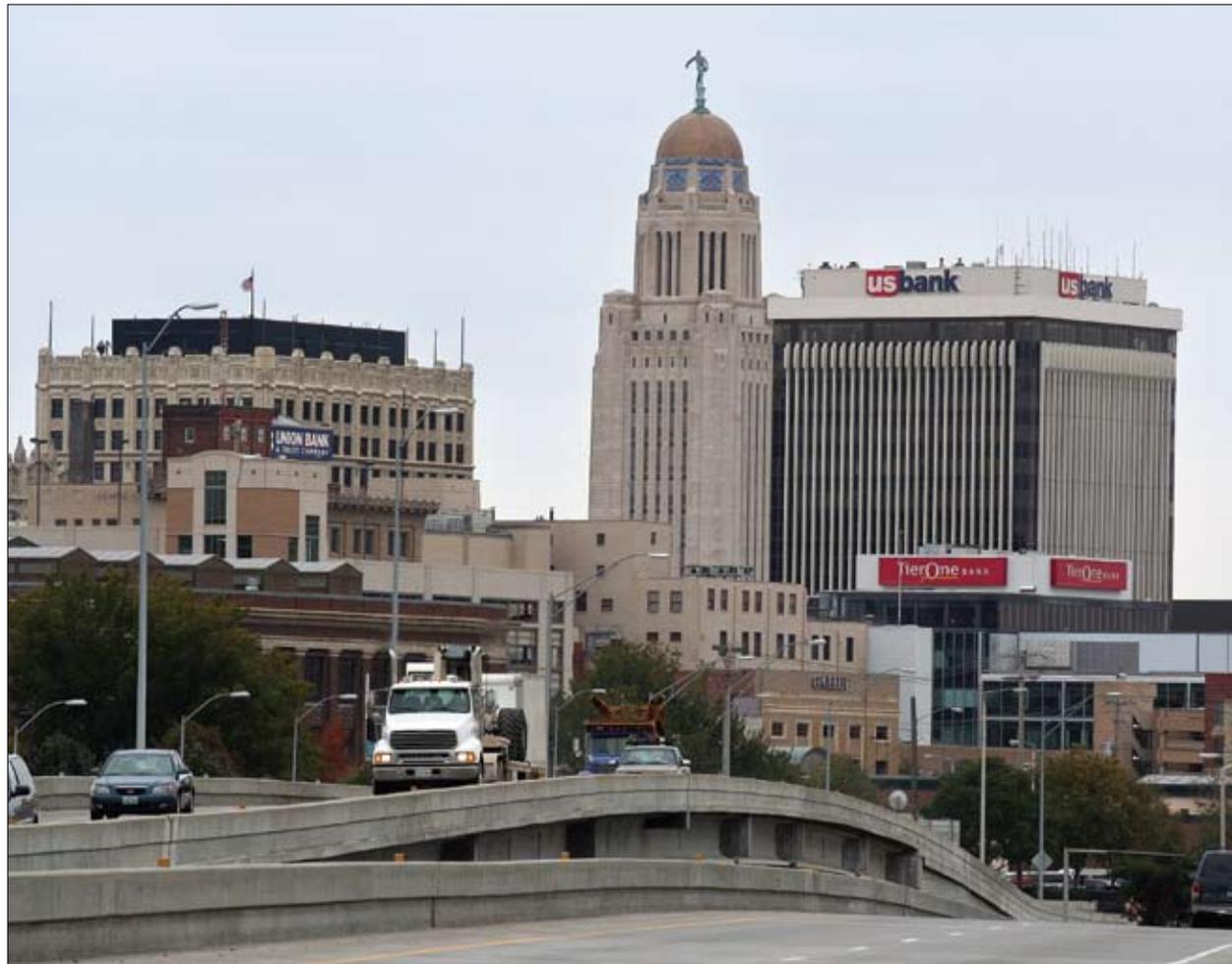
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Working to keep Lincoln's skyline growing.

Chamber Providing Economic Opportunity



**Wendy Birdsall,
President of the
Lincoln Chamber
of Commerce**

I'm often asked "what is the Chamber of Commerce?" and "what does the Chamber do?"

The answer to these questions is long and can't be enumerated in the space allowed for this column. My short answer would be to look around you. There are so many things that are a part of Lincoln's economic health and quality of life that the Chamber has played a significant role in improving.

The Lincoln Chamber of Commerce and is a coalition of business and industry that work in partnership with local civic organizations and government agencies to improve the standard of living and create economic opportunity for all Lincoln area residents. Whether it's new jobs, new streets, new recreational facilities, new or improved visitor attractions or

special events, chances are, the Chamber has played a positive role in your daily life.

Our initiatives are promoted through strong partnerships. The Lincoln Chamber of Commerce is an organization of associated businesses that works on the local, state and federal levels to promote Lincoln's economic objectives. The Lincoln Partnership for Economic Development is a private-public organization formed by the Chamber and the City to promote job growth and retention in the region. The Lincoln Convention and Visitor's Bureau is an organization funded by Lancaster County lodging taxes to promote tourism opportunities for the region.

Why are these activities important? The citizens of Lincoln spoke loudly last spring during the City of

Lincoln survey on budget priorities that economic opportunity should be a high priority of both city and private enterprises. We agree and continue striving everyday to provide those opportunities while maintaining the same wonderful community identity that has made Lincoln a great city for over a century.

Over the next few pages, you will read a summary of our accomplishments, our goals and objectives and our service to this community. If you are interested in more information, please visit our website, www.lcoc.com.

As a lifelong Lincoln resident, I am proud to be President of the Lincoln Chamber of Commerce at this point in our history and look forward to great things for Lincoln over the next decade.

Chamber Advocates for Business and Growth Issues



Lincoln delegation meets with Nebraska's elected officials in Washington DC during the Federal Fly-In.

The Lincoln Chamber of Commerce is proud to be the voice of business in our community. The No. 1 priority of the Chamber's public policy division is to ensure that its members are heard at City Hall, at the State Capitol, and in Washington D.C. The public policy team actively engages elected officials through direct lobbying as a benefit to our members and the community as a whole.

At the federal level, the Lincoln Chamber collaborates with the Omaha Chamber to

host a "Federal Fly-in". This three-day event is designed to allow business leaders to interact with Nebraska Senators and Congressmen. These meetings are critical to enhancing federal funding for roads and infrastructure and for the University system. The Lincoln Chamber also organizes a Lincoln Fly-In that involves a smaller group of Lincoln Chamber and civic leaders to advocate for city, university, and business community initiatives.

In the state legislature, the Lincoln Chamber is the only business organization in Lincoln that has a full time legislative specialist on staff. Working with state senators, the Chamber has helped Lincoln receive more than \$1.5 million in additional funding for roads. The Lincoln Chamber took the lead working in partnership with Mayor Beutler and Senator Bill Avery to secure state "turn back" funding options for a new arena. This could potentially help with over \$20

million in sales tax revenue "turned back" into helping to finance the project.

The Chamber is also part of a coalition that helped push through tax cuts and business incentives such as Nebraska Advantage and Nebraska Super Advantage that make the state more competitive with our surrounding states when it comes to retaining and attracting business. In Lincoln, the Chamber works closely with the Lancaster County Board of Commissioners and the Lincoln City Council as

well as the Mayor to keep them informed on issues relating to business and growth. A monthly "Chamber Coffee" is organized so that business leaders and local officials can have an informal opportunity to discuss issues in Lincoln.

Positive public policy for growth and business advocacy are at the heart of the Chamber's mission. To find out more or to get involved and utilize the Chamber's services, visit the website at www.lcoc.com.

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Convention and Visitors Bureau Breaks Record for Room Nights



Families visiting Lincoln spend an average of \$286.14 per day.

The Lincoln Convention and Visitor's Bureau continues to shatter its own records for room nights booked and set a new standard for tourism development in the capital city and the State of Nebraska.

The lead agency for tourism in Lancaster County secured over 58,000 room nights directly tied to organizations and individuals assisted in 2007. That number is up from 31,000 in 2006 and up an astounding amount from the 10,412 number in 2004, the first year the statistic was measured.

"We have seen significant growth since the introduction of our marketing plan in 2003," said CVB Executive Director Jeff Maul. "We have become more focused as a result and the benefits are more events for Lincoln, more room nights for our hotel owners and more revenue for our city merchants and government entities."

The Lincoln CVB is an organization created through a contract between the Lincoln Chamber of Commerce and

the Lancaster County Board of Commissioners. It is funded by the county lodging tax, a tax levied by county hotels on travelers. The organization has an oversight board appointed by the Commissioners.

According to estimates, a visitor to the capital city that spends the night will spend \$286.14 per travel party, a significant impact on the community. In fact, tourism is the third largest industry in Nebraska behind agriculture and manufacturing.

In 2003, Randall Travel Marketing prepared a strategy for Lincoln that focused on regional conferences, sporting events and religious sectors.

"We have focused our staff and resources to try and take advantage of these sectors," Maul said. "The majority of our new business has been through these efforts."

The most visible of these successes in 2007 was the announcement that the 2010 U.S. National Special Olympics will take place in Lincoln.

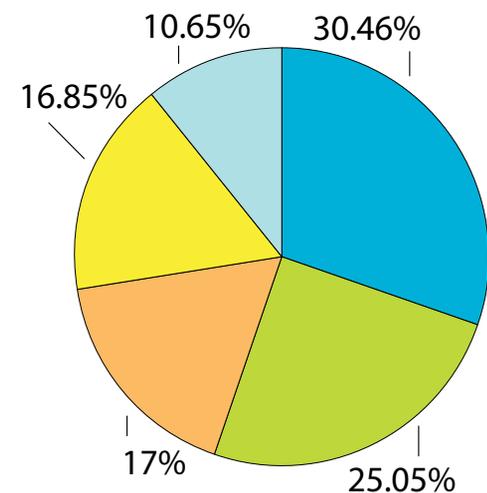
However, there have been a number of other successes including: North America Senior Circuit Softball and Triple Crown Sports (a youth baseball event), and have re-secured events such as Nebraska high school state tournaments, U.S. Roller Sports, Americruise and the Hot Rod Power Tour.

Additionally, the CVB has generated programs such as "Be a Tourist in Your Own Hometown" which encourages area residents to take advantage of local attractions.

"We see the efforts of the CVB to be a natural extension of our efforts with the Lincoln Chamber of Commerce and the Partnership for Economic Development," said Wendy Birdsall, President of the Lincoln Chamber. "The goal of all of the organizations is to create more economic opportunities for Lincoln businesses and its residents. Tourism is one of the purest forms of economic development and we're happy to see continued success from our efforts."

Average Daily Trip Expenditures Per Travel Party:

2003 Randall Travel Marketing

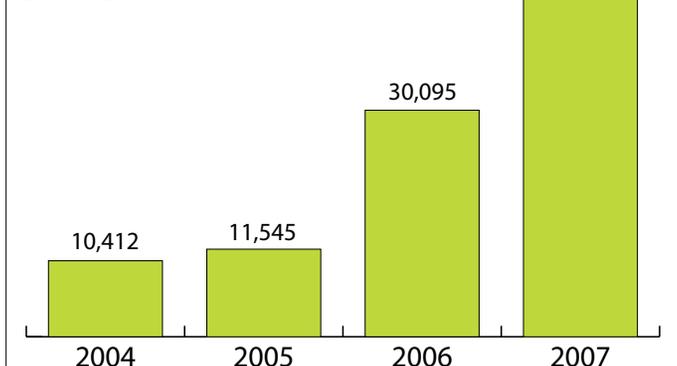


Attractions	\$30.46
Food/Meals	\$48.20
Transportation	\$48.66
Shopping	\$71.67
Lodging	\$87.15

TOTAL: \$286.14

Number of Room Nights Booked

2004 - 2007



2010 Event Highlights CVB Success



The Lincoln Convention and Visitor's Bureau announced that the capital city was selected to host the 2010 U.S. National Special Olympics.

The event is expected to attract nearly 4,000 athletes and 15,000 family members, sponsors and coaches in July of 2010. This is the second time the national event will be held and first in Lincoln.

"We are excited to have this opportunity," said Jeff Maul, Executive Director

of the Lincoln CVB. "The economic impact generated from this event will be massive. However, it will also be a massive undertaking on the part of several groups in Lincoln."

The estimated economic impact on the Lincoln economy is \$30 million. Maul said the University of Nebraska-Lincoln played a major role in helping secure the event as athletes will be using UNL dormitories and athletic facilities.

The event will be a qualifier for the 2011 international games in Athens, Greece.

Maul anticipates that as many as 6,000 volunteers will be needed from the community to help facilitate the games and that sponsorships would be needed to help defray much of the costs of hosting the games.

"It will be a lot of work, but will be a lot of fun and a great event for the community," Maul said.

Estimated economic impact of the 2010 Special Olympics to Lincoln's economy is \$30 million.

CVB LIST OF SERVICES

For a great start in planning your next conference or event, the Lincoln CVB offers the following:

1. Advanced search of meeting facilities and entertainment
2. Visitors guides/Lincoln promotional materials prior to and at event
3. Welcome banners/posters
4. Local transportation arrangements
5. Publicity assistance
6. Name badges & registration assistance
7. Greeting / Hospitality service from local officials
8. Programs, social function, spousal tours and entertainment ideas

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2 0 1 0



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Business Retention & Expansion Major Partnership Effort



Experts in the field of economics estimate that roughly 80 percent of new jobs in an economy are created by companies already established in that community.

The Lincoln Partnership for Economic Development takes these numbers seriously and spends a significant amount of time and resources on developing these new jobs.

“The ability for local businesses to expand is probably the most important issue communities face in increasing its economic opportunities and standard of living,” said Wendy Birdsall, President of the Partnership and Lincoln Chamber of Commerce. “Our organization has made the business retention and expansion program our

top priority and it has paid dividends for Lincoln.”

Jason Smith, Vice President of Economic Development, coordinates the Partnership’s program with a strong participation from Lincoln Electric System. The utility company performs many of the organization’s industry surveys.

Todd Hall, Vice President of Consumer Services for LES, said the program is a way for the utility to continue its efforts in making businesses become stronger and more efficient.

“As an extension of our service to business, our account executives assist in identifying growth opportunities for

their organizations and in turn confidentially match their needs with Partnership and community resources,” Hall said. “A strong, vibrant growing business environment is beneficial to the whole community, including LES.”

“The survey is the foundation of our program,” Smith said. “Through the survey, we are able to monitor the business community’s movements and perceptions of various aspects of the business climate.”

Smith said the Partnership’s staff looks at all surveys completed to determine if there are immediate issues or “red flags” that require follow-up from someone on the staff.

An example was a survey received in which a company had ranked a particular regulatory body lower than average. This led to a follow-up phone call in which it was discovered that this particular company was having problems getting a project approved.

A couple of coordinated meetings later, the issue was resolved and the company left happy with the process.

“There aren’t any immediate expansion plans for that particular company so the numbers don’t appear anywhere and there are no headlines,” Smith said. “However, that company now has additional capacity for expansion and a good feeling about the process.”

However, there are instances such as Perot Systems where the process helped identify a need by the company that led to a large expansion. Smith said the Partnership became aware over three years ago that the business model of having seven different local facilities was not a preferred model for the company. After extensive work to find a solution, the company settled on the University of Nebraska Technology Park for a 150,000 square foot facility and will be adding 150 new technology jobs.

“If the process is working, you will see new jobs added,” Smith said pointing to other recent expansion announcements at Information Technology, Assurity Life Insurance, Kawasaki, Novartis and Molex among others.

Organization leaders estimate that of the nearly 1,000 business contacts that have been made in the past five years, over 200 have required some type of follow-up activity.

“I can’t stress enough how important the ability of our community to respond to these companies is,” Birdsall said. “Companies that have negative perceptions or issues that go unresolved won’t grow in Lincoln. Eventually, this not only effects that businesses growth, but will eventually hurt our business recruitment efforts.”

The Business Retention and Expansion program is a coordinated effort with a number of entities involved. The main core of the team includes: the Partnership, LES, the City of Lincoln, Lancaster County, the Nebraska Department of Economic Development, Blackhills Energy, Windstream and a number of other local and state organizations.

Major Lincoln Projects Announced



Perot Systems announced its expansion and addition of 150 employees in July.

The Lincoln Partnership for Economic Development is in the middle of what many describe as the most successful point in the organization's history. In fact, it may be considered the most successful economic development period in the community's history.

Since December of 2006, there have been job announcements reaching nearly 3,000 and private investment numbers approaching \$200 million through efforts of the Partnership.

"I can't think of a period when we have had so much good news in economic development," said Wendy Birdsall, President of the Partnership and the Lincoln Chamber of Commerce. "It has been great to see the increase in activity."

Partnership Co-Chairman Mayor Chris Beutler agreed.

"The strong partnership between the LPED and the City of Lincoln has resulted in tremendous economic benefits for the city," Mayor Beutler said.

Key projects announced in the last year include:

Assurity Life Insurance

– The Lincoln-based life insurance company announced that it would be constructing a

new \$32 million headquarters in the Antelope Valley. The project will be the first in the new redevelopment area and will accommodate future growth of the company.

Information Technology Inc.

– The company announced the construction of a new 60,000 square foot facility that will accommodate 350 new technology employees.

Perot Systems – The Dallas-based company announced the construction of a new 150,000 square foot facility and the addition of 150 new technology employees.

Duncan Aviation – The Lincoln-based company announced the addition of 150 new employees after securing a new contract.

Southeast Ranch - A Florida company announced it will acquire the former Ace Hardware building through a lease-purchase. The company will buy hay from area farmers for repackaging and shipping to foreign countries. The company plans to hire 250 people and invest \$25 million.

Other projects over the previous 18 months included expansions at Kawasaki, Lincoln Industries, Talent Plus, Bosch and National Rural

Electric Cooperative's benefits group.

Jason Smith, Vice President of the Partnership, said assistance from the staff could vary greatly.

"In the case of Perot, we worked with the company both locally and at the corporate level for over three years to find a long-term real estate solution," he said. "In other cases it may be a different part of the project. But generally, issues arise during these projects that need someone to coordinate solutions."

An example would be with the highly publicized ITI project. In what Tom Cypher, President and CEO of ITI, called a "huge" part of the project, the Partnership coordinated the purchase of some additional property using its newly created Opportunities Fund for the transaction.

Assistance can vary from incentive negotiations, to real estate information, demographics, regulatory issues or in assisting with the purchase of property.

"We want companies to be able to make one phone call and know they will get an answer, a solution, and support for their efforts," Smith said.

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Sponsorship Opportunities with the Lincoln Chamber



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Specialty Care Boosts Lincoln's Health Care Industry

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Lincoln's Specialty Care publishes a new Physicians Directory each year to promote Lincoln as a healthcare destination.

Quality health care is an important economic asset to the City of Lincoln.

Not only is providing quality care an important part of any community, but Lincoln is fortunate in that it is a regional center for health care in Southeast Nebraska and beyond.

The Chamber recognized this fact and partnered with local health care facilities to create Lincoln's Specialty Care.

Lincoln's Specialty Care is a program of the Lincoln Chamber of Commerce that provides strategic links between the business and medical community in Lincoln and across the State of Nebraska.

The physicians and hospitals in Lincoln provide care to a large percentage of patients that come from outside of Lancaster County. Lincoln's Specialty Care provides resources to those referring physicians and their patients and families to make that transition easier. Each year, 10,000 copies of the Lincoln Physician's Directory are distributed across Nebraska and Northern Kansas. This reference book includes physician photos, clinic information; including fax and phone numbers.

Lincoln's Specialty Care provides information to the rest of the state on new technologies and procedures

that are being utilized by our hospitals and physicians. The Colleague newsletter is sent twice each year throughout the state. Online, Lincoln's Specialty Care information and resources can be found at www.lincolndocs.com. The site features a searchable database of physicians, maps and hospital information.

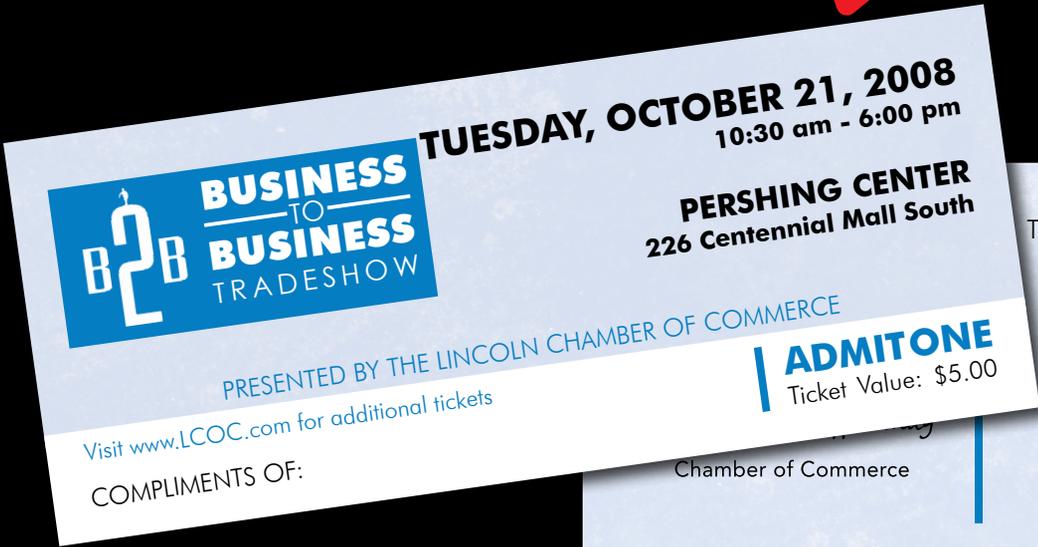
This program has grown since its beginnings in 1987 and continues to reach the thousands of people that come to our community each year for medical care. Our hope is that the resources we provide ease the transition for patients and families.



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Lincoln YPG Committed to Change



Lincoln's YPG holds events to provide input, ideas and passion for making a difference.

All it takes is one person dedicating themselves to a cause to bring about great change. Now imagine what could happen when hundreds dedicate themselves to one cause.

Lincoln's Young Professionals Group is an organization with this goal in mind. The group wants to create change, make an impact and turn Lincoln into a place that's ripe for the next generation of civic and economic leaders. But it can't be done alone.

The group targets young professionals in the 21 to 40-ish age range. The YPG is looking for people to provide input, ideas, and passion for making a difference. Whether it's politics, commerce, or giving back to the community, there's a place for everyone. And even if a person is looking for a chance to meet new people and expand their social network, that's available too.

More than 1,000 young professionals have said 'count me in' and attend social,

philanthropic, and educational events sponsored by Lincoln's YPG, with dozens of them volunteering to serve on YPG committees: Political Voice, Membership, Marketing, Education, Philanthropy, Entrepreneurship, and Networking.

There's much more in store! Are you in? For more information, visit www.LincolnYPG.com or contact the Lincoln Chamber of Commerce.



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Chamber Involvement Opportunities are Endless



The Lincoln Chamber of Commerce hosts dozens of networking opportunities every year. These events are held at various businesses across Lincoln and in a number of different formats – all in an attempt to fit the individual member’s needs.

Over 2,200 Chamber members have networked and met new business contacts at Business after Hours, a monthly networking event hosted by businesses such as: Lifepointe by BryanLGH, Embassy Suites, The Cornhusker Hotel, Courtside Banquet Hall, Chez

Hay Catering, the Holiday Inn Lincoln Downtown and TierOne Bank Downtown.

Members can also take part in educational seminars. The seminars provide business owners skills that they can take back to benefit their business.

Business friendly topics have included: Public Speaking, Networking 101, Tradeshow Marketing, Marketing, and Entrepreneurship.

The Face the Chamber luncheon has enjoyed “Sold Out” status this year. Held the

first Wednesday of the month, guest speakers have included J.B. Milliken, Mayor Chris Beutler, and Governor Dave Heineman.

Each year the Chamber honors Lincoln’s corporations for their philanthropy at the Celebrate Business Luncheon. Over 650 of Lincoln’s business leaders attend the event to see who will receive the esteemed Burnham Yates Citizenship Award and the Roger T Larson Community Builder Award.

The Business to Business Tradeshow, held each year at Pershing Center, showcases over 160 local businesses who are looking to grow their

The Chamber holds an average of 12 events per month to promote involvement and networking.

TOP 10 REASONS TO JOIN THE LINCOLN CHAMBER

1

BUSINESS ADVOCACY



The Lincoln Chamber of Commerce actively engages our elected officials to keep them informed on issues affecting the business community. At all levels of government we strive to be advocates for business and for our members. Additionally, by joining the Chamber, you join our nation-wide network of Chambers across the country which can provide a huge boost in competing in the global marketplace.

2

LOCAL BUSINESS REFERRALS



The Chamber organization receives over 2 million requests each year for recommendations on where to purchase goods and services in Lincoln. We refer only Lincoln Chamber members to callers, visitors and the general public. - The Chamber created www.BuyLincoln-First.com to help boost revenues for local companies. - Retail members benefit from over \$100,000 of Chamber Shop Lincoln Checks purchased annually; redeemable only at member businesses.

3

BUSINESS & POLITICAL NETWORKING



Networking is important to business for driving revenue growth, filling open employment positions, and understanding the local business climate. The Chamber offers its members many ways to meet each other and elected officials: Business After Hours, Chamber Coffee, Face the Chamber, Small Business Network and our monthly Public Policy Forum.

4

EXCLUSIVE INSURANCE PROGRAMS



Blue Cross Blue Shield Chamber Blue health insurance program and Ameritas Vision and Dental plans are offered only to Lincoln Chamber members. Chamber Blue group health options are designed for companies with between two and 50 employees as a way for small businesses to offer health care to their employees. Please consult with your employee benefits and business insurance advisors to compare all the options.

5

BUSINESS SERVICES



The Lincoln Chamber shares your entrepreneurial spirit and wants to celebrate your growth together. Contact the Chamber to co-host a ribbon cutting or ground-breaking ceremony. Chamber staff and volunteers, many from the Ambassador’s Council, will come to your site to applaud your success. Other services include monthly informational meetings and educational seminars on various business related subjects.

Chamber Membership Drive Kicks Off

business through new contacts. In a single day booth vendors and participants enjoy the company of thousands of potential clients at one of the regions largest tradeshows.

Over the past few years, the Chamber has increased its focus on mission driven events that not only create contacts for businesses but also celebrate them and their contributions. Event participation and sponsorship will increase visibility for members and is one of the many privileges associated with a membership in the Lincoln Chamber of Commerce.

GET in the GAME

The Chamber Membership Drive begins October 20th.

The Chamber's annual membership drive begins Oct. 20 and will conclude Nov. 31. Teams of Chamber volunteers will be contacting Lincoln businesses during this time to discuss the many benefits available only to members.

"Volunteering my time to the Chamber membership drive is an opportunity for me to

make a personal and corporate investment in our community," said Aaron Newell, owner of Accounts Receivable Solutions. "This is a chance for me to reach out to the public and prospective members about our Lincoln Chamber. I know when other businesses see what the Chamber has done for me, they will share my enthusiasm."

Chamber investment has as many meanings as members. The Lincoln Chamber provides leadership, security, and vision for our community by promoting a pro-business agenda in conversations taking place locally and all over the United States. The Chamber also advocates for Lincoln business by promoting the sale of local products and services.

"Our goal of attracting 100 new members will rest on our ability to educate the public about the great work we do," states Paul Miloni, Membership Director at the Chamber. "The commitment level of our President's Council and

volunteers is unmatched and I think that will be the deciding factor in allowing us to attain our goal."

Lincoln Chamber of Commerce benefits include: invitations to monthly policy events such as Face the Chamber and Chamber Coffee, scheduled sales seminars, networking opportunities like Business After Hours, a member to member discount program, and an exclusive group of member benefits.

To learn more about the Chamber and upcoming events, visit www.LCOC.com or call us at 436-2350.

OF COMMERCE

6

FUN, FUN, & MORE FUN



The Lincoln Chamber hosts dozens of fun events each year designed to increase your involvement in Lincoln. Whether it's through one of our business seminars, golf tournaments or lunch at our "Face the Chamber" series, a membership in the Lincoln Chamber of Commerce will be a fun experience.

7

CONSENSUS MINDED



The Chamber has taken the position that working together and doing what's best for the city will help Lincoln grow responsibly. The Lincoln Chamber Mission Statement states that we serve the community through a constructive interaction between business, government, and education; acting as the principal advocate and catalyst in promoting retention and expansion of existing businesses, development of new ventures, and attraction of additional businesses.

8

ECONOMIC DEVELOPMENT



The Lincoln Chamber of Commerce works hand-in-hand with the Lincoln Partnership for Economic Development to promote Lincoln as a destination for businesses looking to relocate. The Chamber also takes an active role in helping local businesses expand right here in Lincoln. Bringing new business to Lincoln drives revenue for the city and can help lower taxes for all citizens.

9

TOURISM DEVELOPMENT



The Lincoln Chamber of Commerce coordinates and manages the Lincoln Convention and Visitor's Bureau which promotes Lincoln as a destination for conferences, trade shows and visitors. Additionally, the Chamber works with a number of partners to develop new attractions and recreational opportunities in the Lincoln area.

10

BUSINESS TO BUSINESS TRADESHOW



The B2B tradeshow is Lincoln's premier opportunity to showcase your business. The show offers huge visibility to large and small businesses, plus there is a chance to make more contacts in one day than you could in more than 100 hours of work. Show your stuff to Lincoln at the B2B tradeshow.



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Game

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