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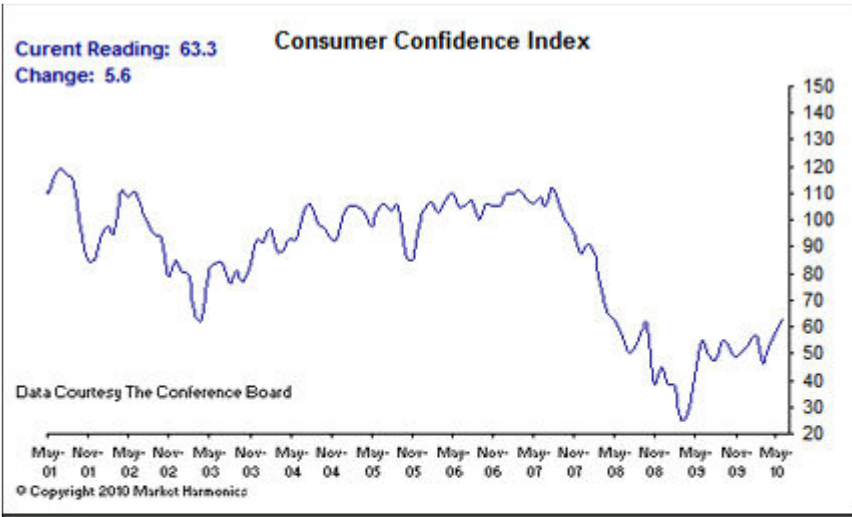


Direction for Business

June 2010

Electronic Invoicing

Watch your inboxes! The Chamber is joining the "go green movement." Within the next 30 days, the Grand Island Chamber of Commerce will begin sending all invoices electronically. If you do not wish to receive an electronic invoice, please let us know.



How Confident Are You?

A Message from your Chamber President

Continuing with our discussion last month on economics, we now tackle the issue of "consumer confidence". Have you ever wondered just exactly what consumer confidence is or who determines our confidence levels? If so, this article may help.

Economists, during the recent recession and ensuing recovery, spoke regularly about 'weak consumer confidence' or (most recently) 'increasing consumer confidence'. Consumers' optimism about the state of the economy is one of many indicators used to determine the economy's health. Manufacturers, investors, retailers, banks and the government all monitor consumer confidence.

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There are two main indices used to determine consumer attitudes and buying intentions: the Consumer Confidence Index (CCI) coordinated by the Conference Board and the Consumer Sentiment Index developed by the University of Michigan. This article focuses on the CCI. The Consumer Conference Board is a non-profit, independent economic research organization that conducts monthly surveys of 5,000 households in order to gauge consumer viewpoints on the economy. The survey consists of five questions related to:

- Current business conditions
- Business conditions for the next six months
- Current employment conditions
- Employment conditions for the next six months
- Total family income for the next six months

Survey participants are asked to answer each question as "positive", "negative" or "neutral". The results (known as the relative value) are then compared against each relative value from 1985 (1985 was chosen as a base line as it was neither a high or low year). This comparison results in an "index value" for each question that, when averaged together, form the CCI. The CCI looks at both present situations (40% of the index) and expectations of future conditions (60%).

In a nutshell, researchers who are charged with predicting the economy's health utilize our opinions on how we (consumers) feel about the economy and our plans (or lack of plans) to spend money in their analysis. If customers have concerns or fears about their ability to get or keep a good job, consumer confidence (and spending) will decrease. Conversely, when consumers are confident about their jobs, income and the economy overall, they are more likely to spend money. This data is considered along with other indicators when business decisions are made. For instance, with negative outlooks, manufacturers may anticipate a reduction in purchases and adjust their production and inventories (and staffing) accordingly. When consumers' outlooks are positive, production (and hiring) may be increased. Banks use the CCI to anticipate decreases or increases in lending activity, mortgage applications and credit card use. Builders may have a better sense of when to increase (or decrease) home construction and government can more accurately anticipate tax revenues. A move of 5% or more in consumer confidence can indicate a change in the economy's direction which may, in turn, cause adjustments in business plans.

The Consumer Confidence Index, then, is an indicator of our level of optimism on the state of the economy, reflected in our savings or spending. Since consumer spending is so important to the nation's financial condition, the Consumer Confidence Index is one of the most accurate and closely watched economic indicators. If you happen to be one of the 5,000 households contacted for the survey, know that important decisions are based on your input. With this additional understanding of consumer confidence and

how it impacts all of us in a number of ways, I suspect you will be waiting with me for the next preliminary results from the Consumer Confidence Survey -- released on the last Tuesday of each month.



Curves for Women celebrated their relocation with a ribbon cutting on May 7, 2010.



Primrose Retirement Community invited the Connectors to a ribbon cutting on May 14, 2010 to celebrate their five year anniversary.



Bott Radio Network celebrated their new Chamber partnership with a ribbon cutting on May 21, 2010.



Gosda Car Wash invited the Connectors to a ribbon cutting on May 27, 2010 to celebrate their new Chamber partnership.



Amber Hassett, Sam Quanz-Milton, and Cheryl Gray visit at the Ashley Furniture HomeStore Business After Hours.



Ashley Furniture Home Store Business After Hours, May 20, 2010.



Snap Fitness invited the Connectors to a ribbon cutting on May 7, 2010 to celebrate their new Chamber partnership.



Tucan Express celebrated their new Chamber partnership with a ribbon cutting on May 13, 2010.

Be Our Fan!

Become a fan of the Grand Island Chamber of Commerce and Grand Island Young Professionals on facebook. It's a great way to stay up to date on Chamber activities, business news and events!

<http://www.facebook.com/pages/Grand-Island-NE/Grand-Island-Area-Chamber-of-Commerce/139176016234>

<http://www.facebook.com/pages/Grand-Island-Chamber-Young->

[Professionals/153169822963](https://app.e2ma.net/app/view:CampaignPublic/id:36920.8376905667/rid:79c39420115ecc...)



17th Annual Chamber Golf Outing



17th Annual Chamber Golf Outing!
Sponsored by Chief Industries,
Tom Dinsdale Automotive, and
Verizon Wireless



Thank you to our sponsors for
your support!

Join us on the greens:
Friday, July 30, 2010
Indianhead Golf Club
18-hole, best shot scramble
1 p.m. shotgun start
Golfer check-in starts at noon

- \$80.00 per person for golf registration (if received by July 9); \$85.00 per person (July 10 or later)
- Payment required by July 16
- Last day to cancel with refund is July 16
- Space is limited to 144 golfers
- Team entries will be accepted or we can assign foursomes for you

Golf registration includes: 18 holes of golf, cart, burger & brat buffet, free beverages (one each) from H & H Distributing, Nebraskaland Distributors and Pepsi Bottling Group

2010 flag sponsors:
Bank of the West
Bolles Heating and Air Conditioning
Business Telecommunications Systems
Case IH
Computer Concepts, Inc.
Eakes Office Plus
Family EyeCare Center, PC
Hayes Home Improvement
Mosaic
MotorSports/SUNHEAT
Nebraska Truck Center
NorthWestern Energy
Paper Dragon
Rich and Son's Camper Sales
St. Francis
SUNHEAT

Super Saver
Tiffany Square

If you are not a golfer, but are interested in hearing golf stories and enjoying burgers and brats, join us for dinner and the golfing awards ceremony, beginning at 5:15 p.m. Price for the meal is only \$10.

We also have fantastic raffle prizes such as salon treatments, golf accessories, airline tickets and a 3.5" personal television; tickets may be purchased at Indianhead Golf Club during the event, or at the Chamber prior to the date. Prices are \$2 for 1, \$5 for 3, or \$10 for 7 tickets.

Thank you to our 2010 raffle sponsors:

Associated Staffing, Inc.
Bosselman's Inc.
Central Community College
Cookies Krumbs & Kernels
Farm Credit Services
Great Lakes Airlines
Indianhead Golf Club
McDermott and Miller, P.C., CPAs
ReJuvanation Salon (3 wonderful items!)
Union Bank & Trust



Leadership Tomorrow celebrated the graduation of Class 24 along with its alumni on Wednesday, June 2nd. Jay Juds was recognized as being

Alumni of the Year and the Grand Island Chamber of Commerce was awarded the Outstanding Program Support award.

Leadership Tomorrow Class 25 has been selected and the following individuals will be participating in the program starting in September 2010.

Steve	Beck	Case IH
TeriLyn	Beilke	Mosaic
Nancy	Bishop	Central Community College
Rhonda	Christiansen	Nova-Tech
Camryn	Coslor	Walgreens
Jodi	Davies	Hornady Manufacturing
Bobbi	Doering	Yunker's
Tammy	Erickson	Home Federal
Janell	Folkerts	Chamber of Commerce
Cara	Glade	
Kelly	Grefe	Wells Fargo

Joshua	Hawley	Chief Industries
Adam	Hayes	Hayes Home Improvement
Sheila	Hollister	Bosselman's
Randy	Iverson	Grand Island Fire Department
Chelsey	Jungck	Nebraska State Fair
Bradley	Kool	Contryman Associates
Andrew	Logue	Chief Industries
Lindsey	Marshall	Nebraska Truck Center
Maggie	Mintken	Grand Island Public Schools
Amy	Nelson	Pathway Bank
Michael	Nord	Case IH
Suzy	Rainforth	Prairie Winds Assisted Living
Ron	Rauert	H & H Distributing
Tiffany	Reinders	Waddell & Reed
Sandra	Schmidt	Principal Financial Group
Elizabeth	Smith	Principal Financial Group
Kindra	Strong	McCain Foods Unlimited
Phillip	Thede	Nebraska State Patrol
Corey	Tompkins	Chief Industries
Katie	Victor	Computer Concepts
Renae	Waltemath	Hornady Manufacturing
Cindy	Wampole	Grand Island Police Department
Jennifer	Watson	Bank of the West
Mandy	Wehner	Essential Personnel
Jessica	Whalen	Congressman Adrian Smith
Vicki	Wilkinson	Principal Financial Group
Christen	Winton	Doane College
Melissa	Woitalewicz	L&W Enterprises
Gina	Woods	St. Francis Medical Center

New Chamber Partners

June 2010

Automotive Specialties

Kevin Salpas
236 West Roberts Street
Grand Island, NE 68803
308.398.1133

Best Western Inn & Suites

Matt Ripp
2709 South Locust Street
Grand Island, NE 68801
308.381.8855

Furniture Street

Ty and Wendy Romsa
639 South Locust Street
Grand Island, NE 68801
308.398.7000

Moonlight Ridge Vineyard
Darin & Karen Placke
8150 North Hwy 281
Grand Island, NE 68803
308.381.2337

Nebraska Business Development Center
Odee Ingersoll
West Center Building, Room 135
1917 West 24th Street
Kearney, NE 68849
308.865.8344

Snap Fitness
Trevor and Melissa Almond
217 East Stolley Park Road
Suite 1
Grand Island, NE 68801
308.398.3488

309 West 2nd Street | PO Box 1486 | Grand Island, NE 68802-1486
Phone: 308.382.9210 | Fax: 308.382.1154

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