



Direction for Business

January 2011

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Pillars

A Message from your Chamber President

Throughout my professional career, I've had the opportunity to be a part of initiatives that have been educational and enlightening and have provided insight into the 'pulse' of Grand Island. It seems to me there are four cornerstones that comprise a strong community, four pillars to success, if you will. The first is "Stewardship". Grand Island is blessed to have an active, engaged citizenry committed to moving the community forward in a positive direction. This is best exemplified by our civic leaders and a huge army of volunteers that put "community" in the forefront of their work and personal lives.

The second pillar is "Vision". Grand Island has distinguished itself as a progressive, forward looking city. An important element is vision – focused, laser-like vision. Leaders understand the importance of looking ahead, anticipating changes, and considering long-term perspectives, rather than reacting to what is happening today. A continued strategic, progressive approach will enable us to grow, becoming increasingly competitive in terms of economic development, enhancing our recreational and cultural offerings, and reaching the next level as one of the leading and dynamic cities in the mid-west.

The third pillar is "Teamwork". Every success realized is the result of collaboration. It is all about the public, private, and non-profit sectors working together with a commonality of purpose. Collaboration, the bringing together of various entities - each with their own agenda, requires mutual understanding, patience, and respect in order to achieve a shared objective.

The fourth pillar is "Spirit". Grand Island has a "can do" spirit. We are not intimidated by lofty goals. We can rise to the occasion, overcome what seem to be impossible odds, and through perseverance, hard work, and creativity achieve our goals. This community has a 'zest' ... an excitement for who we are and what we can be. We are motivated to reach beyond the norm and consider what can be. It is understood that nothing is impossible if we refuse to settle and remain motivated to achieve the extraordinary. Maintaining a laser-like

focus and unwavering determination is not always easy, however. There will be challenges, diversions and hurdles. We must be committed to overcoming any obstacles on the path to success.

In today's world, given the numerous ongoing challenges and the countless opportunities, many committed and engaged individuals are needed. The Chamber's Board of Directors and staff are outstanding and are dedicated to the business community. Our mantra for the last several years was 'failure is not an option' and all stepped up to the plate to ensure success. And, it is the members of the Chamber who, by their active involvement, are demonstrating their commitment to a strong Grand Island. They are investing in Grand Island and are partners in our community's success.

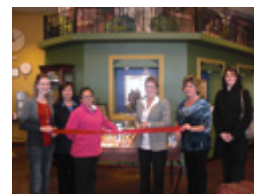
We must continue to challenge ourselves to anticipate, and be ready when possibilities are presented and to create our own opportunities. By doing so, Grand Island's future success will be guaranteed.



Central Nebraska Child Advocacy Center invited the Connectors to a ribbon cutting on December 9, 2010 to celebrate their recent rebranding.



Electrical Unlimited held a ribbon cutting on December 10, 2010 to celebrate their new Chamber partnership.



Myers Jewelers celebrated their new Chamber partnership with a ribbon cutting on December 16, 2010.



The Teacher's Lounge invited the Connectors to a ribbon cutting on December 17, 2010 to celebrate their new



Tom Dinsdale Automotive/Heartland United Way Business After Hours, December 15, 2010.



At the Business After Hours, United Way agency directors revealed the total amount raised for



TE Productions celebrated their new Chamber partnership with a ribbon cutting on December 10, 2010.



Pretty Pies & Pastries celebrated their new

Chamber partnership. the United Way campaign. Also shown in the photo is the pick-up that was donated to the campaign by Tom Dinsdale Automotive. Chamber partnership with a ribbon cutting on December 3, 2010.

Help! I'm a Manager...What Do I Do?

The Grand Island Chamber of Commerce is excited to offer ***What Good Managers Do: First 100 Days*** training workshop to our business partners on Tuesday, March 15 and Tuesday, March 22 from 8 a.m. to noon.

As a manager, it is important to identify methods of coaching great performances from your team members, resolving the everyday conflicts that arise, and working within the corporate structure by managing up. This class is designed to help you become an effective manager and leader. These training sessions are not open to the public, but are available to Chamber partners as one of the benefits of your Chamber partnership. Each participant will attend one four hour information-packed training session taught by qualified Central Community College instructors.

Each participating company may send up to 5 individuals to the *What Good Managers Do: First 100 Days* session. If interested, please respond to Mary at mberlie@gichamber.com or (308) 382-9210 by Tuesday, March 8. Additionally, please indicate the names of participants and the dates in which they will be attending.

Are You Receiving the Benefits of Your Chamber Partnership?

Is your company taking advantage of the many opportunities available through your Chamber partnership? Look at the list below and place a check mark next to the programs/events your organization participates in. You may be surprised at the opportunities you are missing.

◇ I attend or send my employees to the Chamber's Learning Lunches or seminars to help develop skills and increase productivity.

◇ I keep my business information current with the Chamber for their referral list.

◇ I promote my business by taking advantage of specialty advertising opportunities exclusive to Chamber partners, such as Chamber Promo Pak, Chamber email/fax, web site, and sponsorship opportunities.

◇ I send my employees to the Chamber workforce skill/development classes, such as software training, customer service, and communication, included in my Chamber partnership for no additional charge.

◇ I build relationships with my fellow business leaders by attending the Chamber's Annual Meeting and Banquet, Business After Hours, and other events.

◇ I display my Chamber membership decal where my customers can see it.

◇ I have invited the Chamber Connectors to my company by hosting a grand opening, milestone celebration, or ribbon cutting ceremony for my business.

◇ I take advantage of the Partner 2 Partner benefits offered.

If, after review of this listing, you see an opportunity where your company and/or employee could be improved, please contact your Chamber's Partnership Services Director at 382-9210.

Ag Day is Recognized with Award

Agriculture is the number one industry in Nebraska. Dozens of Grand Island businesses, and jobs, are linked to the agriculture industry. To educate the area youth and general community about the many benefits of Nebraska agricultural products and the impact on our daily lives, the Grand Island Chamber of Commerce's Ag Committee organizes Ag Day. Each spring, in conjunction with National Agriculture Week, more than 600 area fourth grade students and teachers descend upon Fonner Park to see, up close and personal, ag-related demonstrations such as sheep shearing, horse training and horse shoeing. Other farm animals, including chickens, sheep and lambs, goats, piglets, cows and calves, are also on site.

Additionally, the students participate in interactive activities organized by a variety of Nebraska agricultural organizations, including Nebraska Cattlewomen, Nebraska Pork Council, Soybean Board, UNL Entomology and Poultry Departments , Prairie Weavers and Grand Island Northwest's FFA group. To

prepare for Ag Day, volunteers from the Ag Committee plant a variety of crops in small containers and deliver them to the students. Students care for the plants and the teachers use this opportunity to introduce other topics for discussion. Students, teachers and parents have consistently rated Ag Day as an effective way to promote a greater understanding of the role agriculture plays in our daily lives and throughout the community.

We are pleased to announce that Ag Day has been selected by the Central Nebraska Literacy Council to receive the Nebraska State Celebrate Literacy Award. Congratulations to Steve Schmidt of Ag Express Electronics and Ray Stander of Aurora Co-op of the Chamber's Ag Committee who have been instrumental in organizing this event for the last 10 years. They will be representing the Chamber and Ag Council at both the regional and state award ceremonies.

Learning Lunch

Communication is a key component to a successful work environment and family life. Sandra Foote, handwriting specialist, will engage participants in a handwriting analysis at the Chamber's Learning Lunch on January 20 at noon at the Chamber. Ms. Foote will discuss how your penmanship affects your life goals, work ethic and personality traits! Email mberlie@gichamber.com to reserve your spot! Don't miss out!

New Chamber Partners

January 2011

Farmers Insurance Group
Harold Bradley Anderson
3537 West 13th Street
Suite 103
Kmart Plaza
Grand Island, NE 68803
308.381.0915

Heartland Health Sleep Center
Elizabeth Lewis
826 North Diers Avenue
Grand Island, NE 68803
308.675.1300

Integrated Life Choices

Shanda McClaren
1719 Aspen Circle
Grand Island, NE 68803
308.381.2036

Myers Jewelers, Inc.
Joy Myers
1016 Diers Avenue Suite 122
Grand Island, NE 68803
308.382.7170

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

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