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# Direction for Business

December 2011

## Executive Committee

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Kent Brown

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Shane Stava

Steve Toner

## Chamber Staff

*President*

Cindy Johnson

Mary Berlie

Janell Folkerts

Deanna Mesch

Rhonda Veleba

Micki Ward



## 2012 Annual Meeting

*A Message from your Chamber President*

When you think of progressive, dynamic companies in our community, what businesses come to mind? If you were to name an individual or group that has contributed significantly to the growth and development of

Grand Island, who would that be?

These businesses and individuals are potential Chamber honorees. Each year, the Chamber Board of Directors recognizes outstanding businesses and individuals at the Annual Banquet. There are three categories for nomination, although not every award is bestowed every year. The three categories are: Small Business of the Year; Partners in Progress; and Richard Good Distinguished Service Award.

### Small Business of the Year

- Nominated business **MUST** be a Chamber member
- Must be a for-profit business
- Must be in business at least 5 years or if new owner, must have owned business for three years
- Innovative management and/or creative marketing
- Illustration of success through employment growth, sales growth, or increase in profitability
- Evidence of diversification and response to adversity
- Product development and service
- Demonstration of Chamber and community support and involvement

Past honorees of the Small Business of the Year include Husker Plumbing, Eyecare Professionals/Grand Island Optical and Associated Staffing.

### Partners in Progress

- Nominated business **MUST** be a Chamber member
- Must be in business at least 5 years or if new owner, must have owned business for three years
- Illustration of success through employment growth, sales growth, or increase in profitability

- Demonstration of Chamber and community support and involvement
- Working toward a community goal of betterment in conjunction with the Chamber and other community entities
- Has proven to have a bigger picture model for the future of Grand Island

Past honorees of the Partners in Progress award include St. Francis Medical Center, Heartland Events Center and Home Federal Bank.

### **Richard Good Distinguished Service Award**

- An individual within the community who has devoted time, energy and resources to making Grand Island and the surrounding community a better place to live, work and do business
- Has contributed significantly to the community through leadership, volunteerism, activism, civic commitment and dedication to the business community

Past honorees of the Distinguished Service award include Lynn Cronk, Densel Rasmussen, Tom Dinsdale and Ken Gnadt.

If you know of a business or a person who deserves one or more of our 2012 Annual Meeting awards, please contact Cindy Johnson at [cjohnson@gichamber.com](mailto:cjohnson@gichamber.com) or Deanna Mesch at [dmesch@gichamber.com](mailto:dmesch@gichamber.com) to nominate them.



Sloggett Paint and Body celebrated their new Chamber partnership.



BAC Roofing invited the Connectors to a ribbon cutting.



Iris Photography is a new Chamber partner.



Job XSite recently joined the Chamber and held a ribbon cutting.



Napoli's Restaurant owner and staff celebrate their Chamber partnership.



Michelle Jensen and Barb Larson enjoyed Napoli's Business After Hours.

**Thank You to Outgoing Board Members**

Four business leaders have played an integral role in the growth and development of the Chamber of Commerce for the last six years. I am speaking of board members Kent Brown - Nebraska Truck Center, Jack Henry - Global Industries, Seanne Emerton-Family Resources of Greater Nebraska, and Steve Toner - Toner's. These outstanding individuals have been instrumental in defining the Chamber's mission and serving as advocates for the business community during their six years on the Chamber Board of Directors. Our sincere thanks to Kent, Seanne, Steve and Jack for their service and commitment. They will be missed!

## Business After Hours

Please help us celebrate the holiday season and the conclusion of the Tom Dinsdale Chevrolet Cadillac GMC BMW Hyundai/Heartland United Way's 12 Keys of Christmas by joining us for a Business After Hours at Tom Dinsdale's new car showroom. Business After Hours will be from 5 - 7 p.m. on December 14th.

Tom Dinsdale Automotive donated a 2011 Chevy Malibu to the Heartland United Way 2012 Campaign. Beginning November 28, one name was drawn for twelve business days. Those lucky individuals will each receive a key and one of those keys will be the winner. The 12 keyholders will be present at the Business After Hours and the lucky winner of the car will be announced at 6:45 p.m. To RSVP please email [rveleba@gichamber.com](mailto:rveleba@gichamber.com) or follow this link: <http://www.gichamber.com/interior-pages/event-registration/>.

## 2012 Top 35 Under 35

Congratulations to the 2012 Top 35 Under 35! This is a group of deserving young adults who have proven themselves through leadership and volunteerism.

The Top 35 group includes:

Carlos Barcenas Jr., Multicultural Coalition  
Amy Bennett, Heartland CASA  
Dave Blum, HyVee  
Blake Cormon, Roy's Grand Dodge-Chrysler-Jeep-Mazda  
Cami (Camryn) Coslor, Walgreens  
Nathan DeLaet, Rodeway Inn  
Elizabeth Dixon, Excel Physical Therapy  
Jamie Douglas, Douglas Bookkeeping Service, Inc.  
Kristen Eckhardt, Stuhr Museum  
Tom Eschliman, Bearing Distributors  
Isaiah Graham, Wells Fargo Bank

Amanda Groff, Hope Harbor  
Amanda Hanquist, Farmer's Insurance Group  
Travis Hasselmann, Bosselman Energy  
Jessica Hendricks, Congressman Adrian Smith  
Erin Hoops, State Farm Insurance  
Jeremiah Johnsen, Excel Physical Therapy  
Chelsey Jungck, Nebraska State Fair  
Sara Geake Kirkley, KOLN/KGIN-TV  
Brad Kool, Contryman Associates, PC  
Aaron Liekhus, Nebraska Army National Guard Aviation Support Facility #2  
Tim Logue, Chief Buildings  
Sara McMillan, Nebraska Business Development Center  
Morganne Manivong, Fairfield Inn and Suites  
Lindsey Marshall, Nebraska Truck Center, Inc.  
Anthony May, Idea Bank Marketing  
Meghan May, Central Community College  
Amanda Moritz, Union Bank and Trust  
Katie Nothern, Primrose Retirement Community  
Travis Powell, Essential Personnel, Inc.  
Darcy Ray, Equitable Bank  
Scott Rief, Active Family Chiropractic & Acupuncture  
Kecia Spofford, Nebraska Army National Guard Aviation Support Facility #2  
Jeremy Vlcek, Vlcek Gardens  
Jim Ward, Grand Island Physical Therapy/Sports Clinic

The Top 35 will be featured in a special publication in February. A reception will also be held in February to honor these individuals. Details will be available after the holidays.

## Top 35 Under 35 Publication

Opportunity awaits for all businesses that employ or support the young leaders of Grand Island. By advertising in the Chamber's 2012 Top 35 Under 35 publication businesses can not only showcase their business, but do it while supporting the Top 35 Under 35 honorees. This publication will feature each Top 35 Under 35 honoree and profile his or her accomplishments. Over 9,000 copies will be distributed at various businesses around the community. The publication will also be inserted into the Grand Island Independent. There are several different size/rate options to choose from. If you are interested in advertising in the 2012 edition of Top 35 Under 35, please contact Janell Folkerts at (308)382-9210 or [jfolkerts@gichamber.com](mailto:jfolkerts@gichamber.com).

## Looking for Connectors

Development of a business network is one reason businesses encourage their employees to become a Chamber Connector. Connectors support the business community by connecting Chamber partners to one another and the community as a whole. Chamber Connectors participate in ribbon cuttings for new Chamber partners and serve as mentors/resources for these companies through a six month mentoring program. Chamber Connectors develop networking connections through their involvement in hosting Business After Hours and volunteering at annual Chamber events. If you have an employee who would benefit from the contacts and relationships developed as a Chamber Connector or if you are interested in joining the group, please contact Rhonda Veleba at [rveleba@gichamber.com](mailto:rveleba@gichamber.com) for an application. Applications are due December 21.

## Now Scheduling 2012 Business After Hours

If your company will be celebrating a business milestone or anniversary, or introducing a new product line or service, a Chamber Business After Hours is the ideal way to share this information with the business community.

Business After Hours are also perfect for showcasing new facility additions, remodels or building upgrades, or introducing new staff and company leaders. And there's no better way to thank existing customers while introducing your company to future customers.

For more information or to schedule a Business After Hours in 2012, contact Rhonda Veleba at 308-382-9210 or [rveleba@gichamber.com](mailto:rveleba@gichamber.com).

## Broadcast Emails

The Grand Island Area Chamber of Commerce offers a number of advertising opportunities available for all Chamber partners. The Chamber's Promo Pack, a bi-monthly mailing of 6-8 advertisements/announcements, has been a staple for businesses for many years. Promotional pieces for class offerings, special sales or general information, are distributed to over 1200 via the US Postal System. Businesses provide the Chamber with 1200 copies of their promotional material and the Chamber does the rest.

Another advertising option is the Chamber's broadcast email. With society's increasing connectivity to email, many companies find that a broadcast email is the perfect way to reach businesses. The Chamber's email blasts reach 1200 people. In order to maximize reader responsiveness and avoid saturation,

broadcast emails are limited to no more than three per week.  
Attachments should be 500 KB or less.  
Effective January 1, the fee for broadcast emails and Promo  
Pack mailing is \$150.

## New Chamber Partners

*December 2011*

American Cancer Society-High Plains Division  
Miles Powers  
3808 28th Avenue Suite E  
Kearney, NE 68845  
308.237.1631

Cosmopolitan Club-Platte River  
Leonard McCarty Jr.  
PO Box 293  
Grand Island, NE 68802  
308.384.7531

El Tazumal  
Maria Molina  
424 West Fourth Street  
Grand Island, NE 68801  
308.385.1694

Glenn Shepard Seminars, Inc.  
Glenn Shepard  
113 Space Park South  
Nashville, TN 37211  
615.366.7212

Haugh Financial Services  
James Haugh  
734 North Diers Avenue  
PO Box 5944  
Grand Island, NE 68802  
308.398.2095

HELIX Financial, Inc.  
Jeremy Jensen  
2720 South Locust  
PO Box 128  
Grand Island, NE 68802  
308.384.3302

Sonya Schultz Photography  
Sonya Schultz  
124 West Third Street  
Grand Island, NE 68801  
308.380.0726

For a list of renewing partners please visit:  
<http://www.gichamber.com/main-menu/chamber-news/business-news/chamber-partnership-renewals/>

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